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ABSTRACT

In order to structure an effective campaign aimed at increasing the usage of the public libraries in Essex County, New Jersey, this research project was undertaken to determine the consumer attitudes toward various aspects of public library services. These aspects include: extent of public library usage; awareness of library services offered, library services used, suggestions for improvement of library services, evaluation of library facilities, and profile of the library user. Cost considerations made it necessary to conduct the study mainly by telephone using controls to minimize the bias resulting from homes without telephone listings. The questions answered by this survey include: (1) Who uses the library?; (2) Whom does the public think the library is set up to serve?; (3) What do users think of library services?; (4) Why don't people use the library?; (5) How does the library function relative to children?; (6) Why do people use the library?; and (7) How can potential library users be reached? The detailed findings are followed by an extensive tabular report. The appendix contains the questionnaire used and instructions given to the interviews.

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2 THE PUBLIC'S ATTITUDE TOWARD
PUBLIC LIBRARY SERVICES IN
ESSEX COUNTY, NEW JERSEY

A research study conducted for the
Essex County Library Directors Group
Public Relations Committee .

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THE PUBLIC'S ATTITUDES TOWARD
PUBLIC LIBRARY SERVICES IN
ESSEX COUNTY, NEW JERSEY

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ESSEX COUNTY LIBRARY DIRECTORS GROUP

861-R

June, 1969

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INTRODUCTION

BACKGROUND AND PURPOSE

The Essex County Library Directors Group is planning to embark upon a public relations campaign to increase usage of the public libraries within that county.

Prior to embarking upon this campaign, information is desired to help create a public relations effort which will basically:

- . Bring new users into public libraries
- . Increase patronage by present public library users

In order to mold an effective campaign, this research project has been undertaken to gather the following information concerning present consumer attitudes toward various aspects of public library services:

- . Extent of public library usage
- . Awareness of library services offered
- . Library services used
- . Suggestions for improvement of library services
- . Evaluation of library facilities
- . Profile of the library user

METHOD

A total of 354 adult residents of Essex County, New Jersey (172 men, 182 women) were interviewed during April, 1969 by specially trained members of the Market Dynamics field staff.

A probability study, all conducted personally in-the-home, was considered impractical from a cost standpoint. Instead, it was felt, if controls were employed to minimize the bias resulting from homes without telephone listings, that this study could and should be conducted mainly by telephone.

These controls were provided as follows:

- a) Seventy four percent of the Essex County population is White based on the Sales Management Magazine, Survey of Buying Power published June 10, 1968. Therefore, based on this proportion, 253 of the total 354 interviews were conducted among randomly selected individuals in entirely or predominantly White neighborhoods. Since the proportion of Whites without listed telephones is minimal, all these interviews were conducted by telephone.
- b) The remaining 101 interviews within the sample were conducted among Essex County Negroes. It was reliably estimated that slightly upwards of 50% of Negroes in the County do not have a listed telephone. Consequently, 53 of these 101 interviews were randomly selected and conducted by telephone in entirely or predominantly Negro neighborhoods. The remaining 48 interviews, drawn from 12 clusters representing Newark and its Essex County suburbs in their proper proportions, were conducted in person. To assure that telephone listed Negro homes were not oversampled, these latter personal interviews were conducted only among Negroes who did not have a listed telephone.

With use of these controls and with an almost nonexistent refusal ratio among selected and available respondents, the telephone technique employed appears to have validated itself.

Further validation comes from a comparison of the age distribution--sample versus Essex County census (as reported in Sales Management Magazine). Other sample demographics, though appearing realistic, cannot be validated, due to the inavailability of comparable census information. The following table indicates the high degree of sample and census correlation relative to age as well as sex (a parameter which, as expected, is comparable since sample quotas were established).

	<u>Current Study</u>	<u>Actual Adult Population</u>
<u>Age of Respondent</u>		
20 to 39 years	30%	37%
40 to 49 years	28	19
50 years or over	42	44
<u>Sex</u>		
Men	49%	48%
Women	51	52

At no point during any interview was the sponsorship of the study revealed.

A copy of the questionnaire and instructions used in this study are appended.

SUMMARY OF FINDINGS

SUMMARY OF FINDINGS

Berelson, in his book "The Library's Public" quotes an incidence of 18% adults who, in 1949, used the library at least once a year. If it can be assumed that Essex County is typical in this regard, the library's popularity has grown appreciably over the past 20 years, with 40% now using the library over a one year period.

I. WHO USES THE LIBRARY?

Those most likely to use Essex County libraries include:

- . Whites
- . Women
- . Younger persons
- . Suburbanites
- . Higher income earners
- . White-collar workers
- . Better educated individuals
- . Frequent book readers

It is implicit that the opposites are the least likely users of the library.

Although younger people are more likely to use library services, those older people who do are more frequent users.

Similarly, men who use the library make more frequent use of its services than do women in spite of the fact that more women, overall, use the library.

II. WHOM DOES THE PUBLIC THINK THE LIBRARY IS SET UP TO SERVE?

The image of the typical library user in the minds of the public is one which includes:

- . Young adults
- . Well-educated individuals
- . Business and professional people
- . Students of all grades

Nonusers are more apt than library users to consider the library to be:

- . For younger adults
- . For career women
- . Unappealing to those with lower incomes

III. WHAT DO USERS THINK OF LIBRARY SERVICES?

Most public library users are very well satisfied with their nearest library branch. Nine in every ten consider this library either "extremely" or "very helpful."

Finding the library particularly helpful are:

- . Men
- . Older persons

IV. WHY DON'T PEOPLE USE THE LIBRARY?

The one major area of criticism of the public library system centers upon its lack of convenience.

- . Parking space is inadequate
- . Library branches are too far from the home/
inadequate bookmobile service

Both of these criticisms are voiced with considerably greater frequency by residents of Newark than by suburbanites.

Some, although not serious criticism, was made on the availability of the books you want.

Virtually no criticisms were made of the library with regard to:

- . Helpfulness of staff
- . Ease of getting there
- . Availability of any information you want
- . Quietness
- . Providing information by telephone
- . Hours open
- . Number of seats
- . Comfort

V. HOW DOES THE LIBRARY FUNCTION RELATIVE TO CHILDREN?

The vast majority of parents indicate that their children use public libraries. Such usage is more common in households where parents themselves use the library. Library usage by adolescents is greater among:

- . Older children
- . Suburban residents

Parents rate fairly well the library services available to their children. Ratings of children's services are lower than average — among:

- . Parents who do not use the library themselves
- . Those residing in Newark

VI. WHY DO PEOPLE USE THE LIBRARY?

As might be expected, those who make most frequent use of the library use the greater number of library services, most popular of which are:

- . Borrowing books
- . Obtaining information at the library
- . Reading magazines

Less than 50% of library users avail themselves of the following facilities:

- . Information by telephone
- . Special programs
- . Reading newspapers
- . Photocopying
- . Phonograph records
- . Investment information
- . Borrowing framed or mounted pictures
- . Borrowing films
- . Microfilms

Generally, the services which nonusers claim they might use if they were to visit a public library are quite similar to those currently used by present library patrons.

VII. HOW CAN POTENTIAL LIBRARY USERS BE REACHED?

Virtually everyone reads a daily or Sunday newspaper. The distribution among the various newspapers available is shown in the detailed findings.

Weekly newspaper readership is considerably higher among library users (55%) than among nonusers (35%).

While 21% of all respondents ride buses, this proportion increases to 33% within Newark. Of this 21%, approximately one-third recall advertising seen on buses during a given week.

Both bus usage and recall of advertising in buses is highest among:

- . Nonwhites
- . Residents of Newark
- . Blue-collar workers

Because these are exactly the types of people among whom public library usage is lowest, bus advertising should not be overlooked as a possible medium for a public relations effort directed at nonusers.

DETAILED FINDINGS

STATISTICAL RELIABILITY OF FINDINGS

Throughout this analysis, where differences in findings are noted between various sub-samples, there may or may not be statistical significance. It is felt that much valuable data might otherwise be lost if only those findings were discussed which (with the base size employed) were statistically significant.

In order to give the reader some feeling for differences which may be significant by statistical definitions within the data presented throughout this report, the following table is presented showing the statistical variance which can be presumed within random chance at a .95 level of confidence.

<u>Size of Sample</u>	Approximate Sampling Tolerances for Survey Percentages at or Near These Levels				
	10%	20%	30%	40%	
	<u>or 90%</u>	<u>or 80%</u>	<u>or 70%</u>	<u>or 60%</u>	<u>50%</u>
350	4	5	6	7	7
250	5	6	7	8	8
200	5	7	8	8	9
150	6	8	9	10	10
100	7	10	11	12	12
50	10	14	16	17	17
25	15	20	22	24	25

The use of this table might best be described with an example. As already mentioned, 40% of the respondents in this study indicate that they have used the library within the past year. Obviously, this is merely a sample of the Essex County population. Had we drawn another sample, this proportion would most likely not be exactly 40%. It might have been somewhat higher or it might have been somewhat lower. The above table indicates, within reasonable statistical reliability, the extent to which the proportion of the actual population of Essex County who uses the public library could vary from this 40%.

Since the proportion is 40%, you would enter the table via the column headed "40% or 60%" and since approximately 360 respondents comprise this base, we note that a 7% appears where this column and row intersect. This 7% represents the tolerance limits around the 40%; that is, some proportion between 33% and 47% of the actual population uses the library.

THE FINDINGS IN DETAIL

I. PUBLIC LIBRARY USAGE AMONG VARIOUS POPULATION SECTORS

A. Users of Public Library Services (Ref: Table 1)

Two out of every five adult residents of Essex County (40%) claim to have used one or more public library services during the past year.

Relative to specific elements within the County population, library usage is notably greater among:

- . Those having gone to college (63%) more than those with high school educations (38%) and without (17%)
- . White-collar workers (58%) more than blue-collar workers (25%)
- . Readers of books within the past month (58%) versus nonreaders within the month (27%)
- . Suburbanites (46%) more than residents of Newark (20%)
- . Higher income families--\$15,000 or over (58%) more than those earning under \$5,000 (10%) and those earning \$5,000 to \$15,000
- . Whites (46%) more than Negroes (26%)
- . Adults under 50 (48%) more than adults over 50 (30%)
- . Women (43%) more than men (37%)

B. Frequency of Public Library Usage (Ref: Table 2)

In order to help define current users of the library from past users as well as to categorize individuals as frequent versus infrequent users, a question on the recency of last library exposure was asked. To bridge the gap from recency to frequency of library usage, the reasonable assumption was made that those who recently used the library (within the past month) were, on the average, frequent users and, at the other end of the spectrum, those who had not used the library's services for an appreciable length of time (over four months) were, for all intents and purposes, classified as past users.

While the average user is found to have last used the library approximately four weeks ago (defined as a "frequent" or "heavy" user), about one in every four (23%) had used the library within the past week.

Frequency of use among the various population sectors studied parallels incidence of usage with the following notable exceptions:

- . Whereas women are notably more prone to use public library services overall, those men who use libraries do so more frequently than women (28% of men and only 19% of women who use libraries had done so within the past week)
- . Younger adults are found to be more likely to use library services--however, among library users, older adults avail themselves of such services more often (31% of users over 50 had used the library during the past week as opposed to only 19% of those under 50)
- . A larger proportion of suburbanites than residents of Newark use the library. However, among library users, frequency of use remains relatively constant among the Essex County population regardless of the location of their residence.

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II. USAGE OF LIBRARY SERVICES OFFERED (Ref: Table 3)

A. Services Used by Library Patrons

Services most popular among Essex County library users are:

- . Borrowing books (96%)
- . Obtaining information at the library (80%)
- . Reading magazines (50%)

Other services used by over 25% within this county are:

- . Obtaining information by telephone (41%)
- . Special programs (37%)
- . Reading newspapers (32%)
- . Photocopying (27%)

1. Frequent versus infrequent versus past library users

As might be expected, frequent users find the public library system helpful for a greater variety of services than do infrequent users. Similarly, infrequent users have availed themselves of more services than have past users. (The average frequent library user claims to have used approximately five services, the infrequent user four, and the past user three.)

However, comparing the proportions of total mentions claimed for each service, use of each service by these three groups is relatively similar with only a few exceptions:

- . Frequent users more than others consult newspapers at the library at one time or another. (This does not imply nor can it purport to imply a cause and effect relationship. In other words, the frequency of library usage may dictate the extent to which people read newspapers or their interest in newspapers may dictate their frequency of library usage.)
- . Frequent users are less likely than others to:
 - .. Borrow films
 - .. Get information by telephone (a reasonably obvious inference since their frequency of use allows them to obtain information in person.)

2. Services used among frequent versus infrequent book readers

To determine the impact of book reading upon library usage, individuals who had read at least one book within the past month were defined as "frequent book readers"; those who had not were categorized as "infrequent book readers."

As expected, frequent book readers who use the public library tend to avail themselves of a greater number of library services than do infrequent readers of books.

- . Whereas the average frequent book reader mentions use of almost five selected library services
- . The average infrequent book reader mentions only about 3.5 services

When the services used by these two groups are ranked in order of incidence, virtually no differences in ranking are noted.

B. Service Usage Among Library Users Versus Nonusers

Nonusers of the library were asked which of the library services might be of use to them. A comparison of the assumed uses for nonusers versus the actual uses among current users produces evidence of some rather different opinions between these two groups.

Nonusers of the library are considerably less likely than users to avail themselves of such services as:

- . Borrowing books
- . Obtaining information at the library
- . Reading magazines
- . Reading newspapers
- . Borrowing framed or mounted pictures

On the other hand, nonusers show notably more interest than users in borrowing films.

	Library	
	Users	Nonusers
Borrowing books	96%	63%
Obtaining information at the library	80	54
Reading magazines	50	26
Reading newspapers	32	18
Borrowing framed or mounted pictures	16	9
Borrowing films	11	19

As expected, among nonusers of the library, frequent book readers claim a greater interest in borrowing books than do infrequent book readers. However, worthy of note is the observation that among users of the library, both frequent and infrequent readers of books are quite comparable in their incidence of borrowing books from the library.

Percentage borrowing books among
library users who are:

Frequent book readers	98
Infrequent book readers	94

Percentage showing interest in
borrowing books among library
nonusers who are:

Frequent book readers	85
Infrequent book readers	53

This may well be due to a difference in the composition of the "infrequent book readers" (those not having read a book in the past month):

- . Whereas library users who are "infrequent book readers" may be just that--infrequent book readers
- . Nonusers of the library who are "infrequent book readers" may include a large percentage of nonbook readers

C. Demographic Influences Upon Library Service Usage

Books tend to be borrowed more by:

- . Younger people
- . Better educated persons
- . White-collar workers
- . Higher income families

	<u>Percentage Borrowing Books</u>		<u>Percentage Borrowing Books</u>
Under 50	88	Over 50	62
Some college or more	94	Did not complete high school	54
		Completed high school	78
White collar	89	Blue collar	69
\$10,000 or over	86	Under \$5,000	52
		\$5,000 to \$9,999	75

Various degrees of importance are relegated to the other lesser used library services among the different subgroups studied. For those interested in these sub-analyses, the data is available in the appendix tables.

III. OVERALL RATING OF LIBRARY USED MOST OFTEN (Ref: Table 4)

Public library users display a great deal of satisfaction with the branch usually used:

- . Nine in every ten consider it either "extremely" or "very helpful"

Demographically, no appreciable differences are noted with the following exceptions:

- . Men express greater satisfaction than women (97% versus 85% respectively rate the library at least "very helpful")
- . Satisfaction increases with the age of the library patron

	<u>Percent Rating Library "Extremely" or "Very Helpful"</u>
--	---

Under 40	82
40 to 49	90
50 or over	100

IV. EVALUATION OF LIBRARY SERVICES AVAILABLE TO CHILDREN

A. Children's Usage of Public Libraries (Ref: Table 5)

Better than four parents in five (84%) indicate that their children have used the public library.

Children of library users are more apt to use the library (90%) than are children of nonusers (77%).

Demographically, it is found that:

- . Considerably fewer children residing in Newark use the library than do residents of other communities within Essex County. (66% of Newark parents versus 87% of suburban parents have children who use the public library.)
- . Older children are more frequently users of the library than are younger ones. This conclusion is derived from the fact that older parents are more likely to have children who use the library (92%) than younger parents (71%).

B. Rating of Library Services Available to Children (Ref: Table 6)

Almost four out of every five parents (77%) rate library services for their children either "excellent" or "very good."

- . Parents who use the library rate its services available to children considerably higher than do nonusing parents (85% versus 69%)
- . Consistent with the lower usage of libraries by children in Newark, we find a much lower rating of children's services available in that city than in the suburbs of Essex County (51% and 82% respectively).

V. RATING OF PUBLIC LIBRARY ON SPECIFIC QUALITIES (Ref: Tables 7 and 8)

Public library users were asked to rate the library on eleven specific qualities. A review of the ratings given indicates only two possible problem areas--areas in which less than 80% consider the library to be doing an "excellent" or "very good" job:

- . Amount of parking space (45%)--rated particularly poorer in Newark (8%) where parking space is even more limited
- . Availability of the books you want (78%)--rated less well among younger respondents (73%), those with higher incomes (68%) and those with college educations (74%)

All other qualities rate either "excellent" or "very good" among better than four out of every five library users surveyed.

	Percent Rating "Excellent" or "Very Good"
Helpfulness of staff	95
Ease of getting there	90
Availability of any information you want	90
Quietness	90
Providing information by telephone	89
Ease of finding what you want	88
Hours open	87
Number of seats	83
Comfort	81

There is an indication that the location of Newark libraries creates difficulty for many persons to get to these branches, not to mention the lack of parking space available once they arrive. This is evidenced by the fact that:

- . While 92% of suburban library users rate the "ease of getting (to the library)" as "excellent" or "very good," only 76% of Newark residents feel likewise.
- . When asked to suggest improvements or changes in library services, the desire for closer or additional facilities is viewed by appreciably more Newark than suburban residents.

	<u>Residents of:</u>	
	<u>Newark</u>	<u>Suburban Areas</u>
A branch closer to where I live/library too far	11%	*%
A bookmobile	7	2

On a purely unprompted basis, the only other suggested improvements mentioned by over 3% of current library users are:

- . More technical references (7%)
- . Later evening/Saturday hours (6%)
- . More diversity in scope of books (4%)
- . More copies/shorter waiting period for best sellers (4%)
- . More up-to-date books (4%)
- . Improved parking facilities (4%)

No suggestions other than those for a closer branch and a bookmobile were brought forth by over 2% of nonlibrary users.

*Less than 0.5 percent.

VI. PUBLIC'S PROFILE OF PUBLIC LIBRARY USERS (Ref: Table 9)

In order to obtain from respondents their characterization of the type of person who would use a public library, they were asked how likely they felt various types of people are to use the library. This likelihood of use was obtained by means of a four-point scale:

- . Very likely
- . Somewhat likely
- . Somewhat unlikely
- . Very unlikely

As the following table illustrates; in terms of the total sample . . .

- . The library user is thought to be young (particularly adolescent), well educated and a businessman or professional
- . Students of all kinds are considered very likely public library users
- . Two groupings which appear to have little bearing upon usage are high versus low income and housewives versus career women

The impression of the library patron in the minds of users and nonusers of the public library is divergent in only a few areas.

Nonusers are more apt than library users to consider the library to be:

- . For younger adults
- . For career women
- . Unappealing to those with lower incomes

	"Very" or "Somewhat Likely"		
	Total	Library Users	Library Nonusers
Older adults	69%	80%	61%
Younger adults	81	88	76
Children	93	94	92
College graduates	90	92	89
High school graduates	86	87	85
Persons not completing high school	37	33	39
Professionals	84	83	84
Businessmen	76	78	74
Factory workers	45	49	42
Grade school students	95	94	95
High school students	98	97	99
College students	94	92	95
Housewives	76	88	68
Career women	78	83	75
People with high incomes	68	69	69
People with low incomes	61	66	57

VII. MISCELLANEOUS STUDY FINDINGS

A. Travel Time to Closest Library Branch (Ref: Table 10)

Closeness to the library appears definitely to be a factor in usage of the facilities:

- . The average library user is five minutes away from the closest branch
- . The average nonuser claims to be farther away

B. Location of Branch Used Most Often (Ref: Table 11)

Four in every five users of the public library most often go to the branch nearest their homes (80%).

Most likely to visit the branch nearest home are:

- . Women (87%)
- . Blue-collar workers (86%)
- . Suburban residents (82%)

C. Recall of Advertising on Buses (Ref: Table 13)

Although 33% of Newark residents and 17% of suburban residents ride the bus, overall only 7% recall seeing bus advertisements in a given week.

Though no group exhibits as high as a 16% bus ad recall, such recall is slightly higher among nonwhites (14%), Newark residents (11%), blue-collar workers (11%), and women (9%) closely following the pattern of bus usage which is also higher among these groups.

While more nonusers of the library (24%) than users (17%) take the bus, recall of advertising remains at a similar level among these two groups (8% versus 6% respectively).

D. Newspaper Readership Among Library Users/Nonusers
(Ref: Tables 14 to 16)

Following are readership statistics among users and nonusers of Essex County libraries:

	<u>Library</u>	
	<u>Users</u>	<u>Nonusers</u>
<u>Daily Newspapers Read Regularly</u>		
Newark News	69%	62%
Newark Star Ledger	33	45
New York Times	28	9
All others	20	17
None	6	10
<u>Sunday Newspapers Read Regularly</u>		
Newark News	68%	59%
New York Times	42	11
Newark Star Ledger	29	38
New York News	10	15
All others	2	3
None	3	10
<u>Read Weekly Newspapers Regularly</u>		
Yes	55%	35%
No	45	65

At such time when a decision is made to advertise by newspapers, these data will be vital in determining the specific publication or publications in which to advertise.

TABULAR REPORT

TABLE 1
O-3A USED PUBLIC LIBRARY FOR ANY PURPOSE

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE		
	CURRENT USERS					PAST					READ BOOKS		READ BOOKS		MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
	TOTAL	TOTAL	HEAVY	LIGHT	TOTAL	HEAVY	LIGHT	TOTAL	PAST	YES	NO	YES	NO						
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	172	182	105	99	148			
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
YES	143	143	114	68	46	29	89	54				64	79	49	48	45			
	40.4	100.0	100.0	100.0	100.0	100.0	100.0	100.0				37.2	43.4	46.7	48.5	30.4			
NO	211								211	65	146	108	103	56	51	103			
	59.6								100.0	100.0	100.0	62.8	56.6	53.3	51.5	69.6			

(CONTINUED)

PUBLIC LIBRARY ATTITUDE STUDY

TABLE 1 (CONT'D 2)
G.3A USED PUBLIC LIBRARY FOR ANY PURPOSE

	RACE		INCOME					OCCUPATION			EDUCATION				RESIDENCE		NO. OF BOOKS READ/MONTH		
			NON- WHITE	UNDER \$5,000	\$5,000- 10,000	10,000- 15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM- PLETE	CON- PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE		
TOTAL RESPONDENTS	253	101	52	111	61	69	170	113	109	120	123	83	271	199	80	74			
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
YES	117	26.5	5	37	29	40	99	28	19	43	79	17	126	53	38	51			
	46.2	25.7	9.6	33.3	47.5	58.0	58.2	24.8	17.4	37.5	63.4	20.5	46.5	26.6	47.5	68.9			
NO	136	75	47	74	32	29	71	85	90	75	43	66	145	146	42	23			
	53.8	74.3	90.4	66.7	52.5	42.0	41.8	75.2	82.6	62.5	36.6	79.5	53.5	73.4	52.5	31.1			

TABLE 2

0-4A LENGTH OF TIME SINCE LAST USED LIBRARY

	LIBRARY USED										LIBRARY NOT USED				SEX				AGE			
	CURRENT USERS					PAST					READ BOOKS		TOTAL		MALE		FEMALE		UNDER 40		40 TO 49	
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		YES	NO	YES	NO	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT
	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT
LIBRARY USERS	143	143	114	63	47	29	89	54							64	79	49	48	45			
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							100.0	100.0	100.0	100.0	100.0			
WITHIN THE PAST WEEK	33	33	33	33			27	6							18	15	8	10	14			
	23.1	23.1	28.9	48.5			30.3	11.1							28.1	19.0	16.3	20.8	31.1			
TWO TO THREE WEEKS AGO	35	35	35	35			25	10							13	22	15	14	6			
	24.5	24.5	30.7	51.3			28.1	18.5							20.3	27.8	30.6	29.2	13.3			
ONE MONTH AGO (FOUR WEEKS AGO)	22	22	22		22		13	9							8	14	8	9	5			
	15.4	15.4	19.3		47.8		14.6	16.7							12.5	17.7	16.3	18.8	11.1			
TWO TO THREE MONTHS AGO	24	24	24		24		14	10							13	11	11	5	8			
	16.8	16.8	21.1		52.2		15.7	18.5							20.3	13.9	22.4	10.4	17.8			
FOUR TO ELEVEN MONTHS AGO	21	21				21	5	16							9	12	6	5	10			
	14.7	14.7				72.4	5.6	29.6							14.1	15.2	12.2	10.4	22.2			
ONE YEAR AGO OR SO	8	8				8	5	3							3	5	1	5	2			
	5.6	5.6				27.6	5.6	5.6							4.7	6.3	2.0	10.4	4.6			

(CONTINUED)

MARKET DYNAMICS, INC. (861-R)

detatub az

TABLE 2 (CONT'D 2)
Q.4A LENGTH OF TIME SINCE LAST USED LIBRARY

	RACE		INCOME				OCCUPATION				EDUCATION				RESIDENCE		NO. OF BOOKS READ/MONTH		
	NON- WHITE	WHITE	UNDER \$5,000	\$5,000 -10,000	\$10,000 -15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM- LETE	COM- PLETE	COLLEGE OR MORE	NOT NEWARK	NEWARK	NONE	ONE OR TWO	3 OR MORE			
LIBRARY USERS	117 100.0	26 100.0	5 100.0	37 100.0	29 100.0	40 100.0	99 100.0	28 100.0	19 100.0	45 100.0	78 100.0	17 100.0	126 100.0	53 100.0	38 100.0	51 100.0			
WITHIN THE PAST WEEK	30 25.6	3 11.5		8 21.6	6 20.7	12 30.0	26 26.3	3 10.7	2 10.5	10 22.2	21 26.9	4 23.5	29 23.0	6 11.3	7 18.4	20 39.2			
TWO TO THREE WEEKS AGO	29 24.8	6 23.1		11 29.7	7 24.1	11 27.5	26 26.3	6 21.4	3 15.8	12 26.7	20 25.6	3 17.6	32 25.4	10 18.9	14 36.8	11 21.6			
ONE MONTH AGO (FOUR WEEKS AGO)	15 12.8	7 26.9	1 20.0	9 24.3	4 13.8	5 12.5	14 14.1	6 21.4	4 21.1	4 8.9	14 17.9	1 5.9	21 16.7	9 17.0	5 13.2	8 15.7			
TWO TO THREE MONTHS AGO	18 15.4	6 23.1		5 13.1	6 20.7	5 12.5	16 16.2	7 25.0	4 21.1	7 15.6	13 16.7	3 17.6	21 16.7	10 18.9	8 21.1	6 11.8			
FOUR TO ELEVEN MONTHS AGO	19 16.2	2 7.7	3 60.0	4 10.8	4 13.8	4 10.0	13 13.1	3 10.7	3 15.8	10 22.2	7 9.0	4 23.5	17 13.5	15 28.3	3 7.9	2 3.9			
ONE YEAR AGO OR SO	6 5.1	2 7.7	1 20.0		2 6.9	3 7.5	4 4.0	3 7.7	3 15.8	2 4.4	3 3.8	2 11.8	6 4.8	3 5.7	1 2.6	7 8.8			

TABLE 3
0.5 SERVICES PUBLIC LIBRARY USED FOR

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE					
	CURRENT USERS					PAST					READ BOOKS		YES		NO		MALE	FEMALE	UNDER 40	40 TO 49		50 OR OVER
	TOTAL	TOTAL	HEAVY	LIGHT	USERS	YES	NO	YES	NO	TOTAL	YES	NO	TOTAL	YES	NO							
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	166	172	182	105	99	148	100.0	100.0	100.0	100.0	100.0	
BORROWING BOOKS	271	138	113	67	46	25	87	51	133	55	78	130	141	96	83	91	75.6	77.5	91.6	83.8	61.5	
READING MAGAZINES	127	71	62	42	20	9	49	22	56	23	33	67	60	46	40	41	39.0	33.0	43.0	40.4	27.7	
BORROWING FILMS	56	16	12	7	5	4	10	6	40	15	25	35	21	21	15	20	20.3	11.5	20.0	15.2	13.5	
PHONOGRAPH RECORDS	76	32	30	22	8	2	24	8	44	18	26	39	37	32	21	23	22.7	20.3	30.5	21.2	15.5	
INFORMATION BY TELEPHONE	127	58	46	22	24	12	37	21	69	27	42	64	63	40	35	44	37.2	34.6	45.7	35.4	29.7	
OBTAINING INFORMATION AT THE LIBRARY	229	114	96	58	38	18	77	37	115	43	72	121	108	81	70	78	70.3	59.3	77.1	70.7	52.7	
BORROWING FRAMED OR MOUNTED PICTURES	42	23	22	15	7	1	17	6	19	5	14	18	24	22	12	8	10.5	13.2	21.0	12.1	5.4	
MICROFILMS	22	7	5	4	1	2	5	2	15	8	7	16	6	9	6	7	9.3	3.3	8.6	6.1	4.7	
PHOTOCOPYING	98	39	36	24	12	3	27	12	59	23	36	53	45	39	28	31	30.8	24.7	37.1	28.3	20.9	
READING NEWSPAPERS	84	40	44	29	15	2	37	9	38	16	22	47	37	33	24	27	27.3	20.3	31.4	24.2	18.2	
SPECIAL PROGRAMS	123	53	45	26	19	8	37	16	70	28	42	61	62	47	36	40	35.5	34.1	44.8	36.4	27.0	
INVESTMENT INFORMATION	65	25	23	17	6	2	20	5	40	19	21	52	13	22	19	24	30.2	7.1	21.0	19.2	16.2	

(CONTINUED)

MARKET DYNAMICS, INC. (1961-81)

date: 10/1/81

TABLE 3 (CONT'D 2)
0.5 SERVICES PUBLIC LIBRARY USED FOR

	RACE		INCOME				OCCUPATION				EDUCATION				RESIDENCE		NO. OF BOOKS READ/MONTH		
			UNDER \$5,000		\$5,000 - \$10,000		OVER \$10,000		WHITE COLLAR		BLUE COLLAR		HIGH SCHOOL						
	NON-WHITE	WHITE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253	101	52	111	61	69	170	113	109	120	123	83	271	199	80	74			
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
BORROWING BOOKS	195	76	27	83	52	60	151	78	59	94	116	58	217	128	73	69			
	77.1	75.2	51.9	74.8	85.2	87.0	88.8	69.0	54.1	78.3	94.3	69.9	70.6	84.3	91.3	93.2			
READING MAGAZINES	88	39	12	37	28	32	77	37	27	45	55	18	109	55	38	34			
	34.8	38.6	23.1	33.3	45.9	46.4	45.1	32.7	24.8	37.5	44.7	21.7	40.2	27.6	47.5	45.9			
BORROWING FILMS	37	19	5	22	10	12	27	22	11	28	17	12	44	31	14	17			
	14.6	18.8	9.6	19.8	16.4	17.4	15.9	19.5	10.1	23.3	13.8	14.5	16.2	15.6	17.5	14.9			
PHONOGRAPH RECORDS	52	24	11	29	16	16	43	21	19	25	32	21	55	34	21	21			
	20.6	23.8	21.2	25.1	26.2	23.2	25.3	19.6	17.4	20.8	26.0	25.3	20.3	17.1	26.3	28.4			
INFORMATION BY TELEPHONE	95	32	12	39	25	30	73	37	24	42	60	21	106	63	36	28			
	37.5	31.7	23.1	35.1	41.0	43.5	42.9	32.7	22.0	35.0	48.8	25.3	39.1	31.7	45.0	37.8			
OBTAINING INFORMATION AT THE LIBRARY	167	62	20	73	50	52	129	67	44	84	99	41	188	108	60	60			
	66.0	61.4	38.5	65.8	82.0	75.4	75.9	59.3	40.4	70.0	80.5	49.4	69.4	54.3	75.0	81.1			
BORROWING FRAMED OR MOUNTED PICTURES	23	19	3	18	4	13	24	14	6	20	16	12	30	20	9	13			
	9.1	18.8	5.8	15.2	6.6	18.8	14.1	12.4	5.5	16.7	13.0	14.5	11.1	10.1	11.3	17.6			
MICROFILMS	15	7	2	8	2	8	16	5	2	8	12	1	21	9	6	7			
	5.9	6.9	3.8	7.2	3.3	11.6	9.4	4.4	1.8	6.7	9.8	1.2	7.7	4.5	7.5	9.5			
PHOTOCOPYING	63	35	6	37	24	18	51	35	17	37	44	18	80	48	27	23			
	24.9	34.7	11.5	33.3	39.3	26.1	30.0	31.0	15.6	30.8	35.8	21.7	29.5	24.1	33.8	31.1			
READING NEWSPAPERS	71	13	5	31	16	20	55	19	13	33	38	8	76	31	30	23			
	28.1	12.9	9.6	27.9	26.2	29.0	32.4	16.8	11.9	27.5	30.9	9.6	28.0	15.6	37	31.1			
SPECIAL PROGRAMS	74	49	14	47	18	29	63	40	27	48	48	31	92	58	32	30			
	29.2	48.5	26.5	42.3	29.5	42.0	37.1	35.4	24.8	40.0	39.0	37.3	33.9	29.1	40.0	46.0			
INVESTMENT INFORMATION	52	13	3	16	19	20	43	14	7	24	34	3	62	26	25	14			
	20.6	12.9	5.8	14.4	31.1	29.0	25.3	12.4	6.4	20.0	27.6	3.6	22.9	13.1	31.3	18.9			

TABLE 4
3.6 OVERALL RATING OF LIBRARY USED MOST OFTEN

	LIBRARY USED										LIBRARY NOT USED				SEX				AGE			
	CURRENT USERS					PAST USERS					READ BOOKS		TOTAL		MALE		FEMALE		UNDER 40		40 TO 49	
	TOTAL		HEAVY		LIGHT		TOTAL		HEAVY		LIGHT		YES		YES		NO		40		50 OR OVER	
	143 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY USERS	143 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EXTREMELY HELPFUL	66 46.2	66 46.2	54 47.4	33 48.5	21 45.7	12 41.4	41 46.1	25 46.3	54 47.4	33 48.5	21 45.7	12 41.4	41 46.1	25 46.3	45.3	46.8	37 40.8	20 52.1	25 52.1	21 46.7	45 100.0	45 100.0
VERY HELPFUL	63 44.1	63 44.1	49 43.0	27 39.7	22 47.8	14 46.3	39 43.8	24 44.4	49 43.0	27 39.7	22 47.8	14 46.3	39 43.8	24 44.4	33 51.6	30 38.0	20 40.8	18 37.5	24 53.3	24 53.3	24 53.3	24 53.3
SOMEWHAT HELPFUL	10 7.0	10 7.0	7 6.1	6 8.8	1 2.2	3 10.3	8 9.0	2 3.7	7 6.1	6 8.8	1 2.2	3 10.3	8 9.0	2 3.7	2 3.1	8 10.1	7 14.3	3 6.3	3 6.3	3 6.3	3 6.3	3 6.3
NOT TOO HELPFUL	2 1.4	2 1.4	2 1.8	1 1.5	1 2.2	1 3.4	1 1.1	1 1.9	2 1.4	1 1.5	1 2.2	1 3.4	1 1.1	1 1.9	2 2.5	2 2.5	2 4.1	2 4.1	2 4.1	2 4.1	2 4.1	2 4.1
NOT AT ALL HELPFUL																						
NO ANSWER	2 1.4	2 1.4	2 1.8	1 1.5	1 2.2	1 3.4	1 1.1	1 1.9	2 1.4	1 1.5	1 2.2	1 3.4	1 1.1	1 1.9	2 2.5	2 2.5	2 4.1	2 4.1	2 4.1	2 4.1	2 4.1	2 4.1

(CONTINUED)

MARKET DYNAMICS, INC. (852-R)

d1010155 rec.

TABLE 4 (CONT'D 2)
Q.6 OVERALL RATING OF LIBRARY USED MOST OFTEN

	RACE		INCOME				OCCUPATION			EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	NON- WHITE	WHITE	UNDER \$5,000	\$5,000- 10,000	\$10,000- 15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM- PLETE	COM- PLETE	COLLEGE OR MORE	NONE	NEWARK	NOT NEWARK	ONE OR TWO	3 OR MORE	
LIBRARY USERS	117 100.0	26 100.0	5 100.0	37 100.0	29 100.0	40 100.0	99 100.0	28 100.0	19 100.0	45 100.0	78 100.0	17 100.0	126 100.0	53 100.0	33 100.0	51 100.0	
EXTREMELY HELPFUL	55 67.0	11 42.3	3 60.0	19 51.4	13 44.8	15 37.5	44 44.4	13 46.4	10 52.6	24 53.3	31 39.7	10 58.8	56 44.4	25 47.2	16 42.1	23 49.0	
VERY HELPFUL	50 42.7	13 50.0	1 20.0	15 40.5	14 48.3	20 50.0	43 43.4	13 46.4	7 36.8	18 40.0	36 48.7	6 35.3	57 45.2	24 45.3	18 47.4	21 41.2	
SOMEWHAT HELPFUL	8 6.8	2 7.7	1 20.0	2 5.4	1 3.4	3 7.5	9 9.1	1 3.6	1 5.3	2 4.4	7 9.0	1 5.9	9 7.1	1 1.9	4 10.5	4 7.8	
NOT TOO HELPFUL	2 1.7			1 2.7		1 2.5	1 1.0	1 3.6		1 2.2	1 1.3		2 1.6	1 1.9	1 2.0	2.0	
NOT AT ALL HELPFUL																	
NO ANSWER	2 1.7				1 3.4	1 2.5	2 2.0		1 5.3		1 1.3	2 1.6	2 1.6	2 1.9	2 3.8		

TABLE 5
0.108 DO CHILDREN USE LIBRARY

	LIBRARY USED							LIBRARY NOT USED				AGE			
	CURRENT USERS				PAST			READ BOOKS				SEX		USE	
	TOTAL	TOTAL	HEAVY	LIGHT	USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL HAVING CHILDREN AT HOME	200 100.0	100 100.0	81 100.0	49 100.0	32 100.0	19 100.0	71 100.0	29 100.0	100 100.0	30 100.0	93 100.0	107 100.0	83 100.0	71 100.0	45 100.0
YES	167 83.5	90 40.0	72 88.9	45 91.8	27 84.4	18 94.7	62 87.3	28 96.6	77 77.0	22 73.3	55 76.6	76 81.7	59 71.1	66 93.0	41 91.1
NO	33 16.5	10 10.0	9 11.1	4 8.2	5 15.6	1 5.3	9 12.7	1 3.4	23 23.0	8 26.7	15 21.4	17 18.3	24 28.9	5 7.0	4 8.9
NO ANSWER															

(CONTINUED)

MARKET DYNAMICS, INC. (861-R)

detroitlab inc.

PUBLIC LIBRARY ATTITUDE STUDY

TABLE 5 (CONT'D 2)
0-108 DU CHILDREN USE LIBRARY

	RACE		INCOME				OCCUPATION				EDUCATION				RESIDENCE		NO. OF BOOKS READ/MONTH		
	NON- WHITE	WHITE	UNDER \$5,000	\$5,000 -10,000	\$10,000 -15,000	\$15,000 OVER	WHITE COLLAR	BLUE COLLAR	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL PLETE	INCUM- COM- PLETE	COLLEGE OR MORE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE	3 OR MORE
TOTAL HAVING CHILDREN AT HOME	146 100.0	54 100.0	9 100.0	67 100.0	43 100.0	46 100.0	110 100.0	57 100.0	45 100.0	75 100.0	79 100.0	35 100.0	165 100.0	98 100.0	53 100.0	48 100.0			
YES	123 84.2	44 81.5	8 88.9	54 80.6	37 86.0	40 87.0	94 85.5	54 80.6	35 77.8	65 86.7	66 93.5	23 65.7	144 87.3	82 83.7	44 83.0	40 83.3			
NO	23 15.8	10 18.5	1 11.1	13 19.4	6 14.0	6 13.0	16 14.5	13 19.4	10 22.2	10 13.3	13 16.5	12 34.3	21 12.7	16 16.3	9 17.0	8 16.7			

NO ANSWER

TABLE 6
D.I.O.C RATING OF LIBRARY SERVICES AVAILABLE TO CHILDREN

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE							
	CURRENT USERS					PAST					READ BOOKS		TOTAL		YES		NO		MALE		FEMALE			
	TOTAL		TOTAL		LIGHT		HEAVY		TOTAL		YES		NO		YES		NO		40		40 TO 49		50 OR OVER	
	200	100	81	49	32	19	71	29	100	30	100	30	70	93	107	83	71	45	100	100	100	100	100	100
TOTAL HAVING CHILDREN AT HOME	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EXCELLENT	82	52	41	25	16	11	38	14	30	9	30	9	21	44	38	31	29	21	31	29	40.8	46.7	21	46.7
	41.0	52.0	50.6	51.0	50.0	57.9	53.5	48.3	30.0	30.0	30.0	30.0	30.0	47.3	35.5	37.3	40.8	46.7	37.3	40.8	46.7	21	46.7	
VERY GOOD	72	33	28	17	11	5	21	12	39	10	39	10	29	24	48	26	29	17	24	29	40.8	37.8	17	37.8
	36.0	33.0	34.6	34.7	34.4	26.3	29.6	41.4	39.0	33.3	39.0	33.3	41.4	25.8	44.9	31.3	40.8	37.8	31.3	40.8	37.8	17	37.8	
FAIR	16	4	3	2	1	1	2	2	12	4	12	4	8	11	5	5	7	4	11	5	9.9	8.9	4	8.9
	8.0	4.0	3.7	4.1	3.1	5.3	2.8	6.9	12.0	13.3	12.0	13.3	11.4	11.8	4.7	6.0	9.9	8.9	6.0	9.9	8.9	4	8.9	
POOR	3	2	1	1	1	1	2	2	1	1	1	1	1	1	2	1	2	2	1	2	2.8	2	2	
	1.5	2.0	1.2	2.0	3.1	5.3	2.8	6.9	1.0	1.0	1.0	1.0	1.4	1.1	1.9	1.2	2.8	2.8	1.2	2.8	2.8	2	2	
CHILDREN TOO YOUNG	7	3	2	2	2	1	2	1	4	2	4	2	2	5	2	7			5	2				
	3.5	3.0	2.5	2.5	6.3	5.3	2.8	3.4	4.0	6.7	4.0	6.7	2.9	5.4	1.9	8.4			1.9	8.4				
OTHERS	4	2	2	2	2	2	2	2	2	2	2	2	2	2	6	3	1		6	3	1.4	1	1	
	2.0	2.0	2.5	4.1	4.1	2.8	2.8	2.8	2.0	2.0	2.0	2.0	2.9	2.9	3.7	3.6	1.4		3.7	3.6	1.4	1	1	
NO ANSWER	16	4	4	2	2	4	5.6	5.6	12	5	12	5	7	8	8	10	3	3	8	10	4.2	6.7	3	6.7
	8.0	4.0	4.4	4.1	6.3	5.6	5.6	6.3	12.0	16.7	12.0	16.7	10.0	8.6	7.5	17.0	4.2	6.7	7.5	17.0	4.2	6.7	3	6.7

(CONTINUED)

TABLE 6 (CONT'D 2)

9. LOCATING OF LIBRARY SERVICES AVAILABLE TO CHILDREN

PUBLIC LIBRARY ATTITUDE STUDY

	RACE		INCOME					OCCUPATION				EDUCATION				RESIDENCE		NO. OF BOOKS READ/MONTH	
			UNDER \$5,000		\$5,000 -10,000	\$10,000 -15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	INCOM- COM- PLETE	HIGH SCHOOL	COLLEGE	COLLEGE OR MORE						
	WHITE	NON-WHITE	UNDER \$5,000	\$5,000 -10,000	\$10,000 -15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	INCOM- COM- PLETE	HIGH SCHOOL	COLLEGE	COLLEGE OR MORE	NOT NEARBY	NEARBY	NONE OR TWO	ONE 3 OR MORE			
TOTAL HAVING CHILDREN AT HOME	146 100.0	54 100.0	9 100.0	67 100.0	43 100.0	46 100.0	110 100.0	67 100.0	67 100.0	45 100.0	75 100.0	79 100.0	35 100.0	165 100.0	98 100.0	53 100.0	48 100.0		
EXCELLENT	64 43.8	18 33.3	4 44.4	24 35.8	18 41.9	22 47.8	49 44.5	25 37.3	25 37.3	18 40.0	30 40.0	33 41.8	6 17.1	76 46.1	35 35.7	25 47.2	22 45.8		
VERY GOOD	53 36.3	19 35.2	2 22.2	27 40.3	14 32.6	16 34.8	36 32.7	28 41.8	28 41.8	17 37.8	29 38.7	26 32.9	12 34.3	60 36.4	40 40.8	17 32.1	14 29.2		
FAIR	8 5.5	8 14.8	2 22.2	7 10.4	2 4.7	3 6.5	3 7.3	6 9.0	6 9.0	3 6.7	6 8.0	7 8.9	8 22.9	8 4.8	10 10.2	1 1.9	5 10.4		
POOR	2 1.4	1 1.9			1 2.3	2 4.3	3 2.7				1 1.3	2 2.5		3 1.8	1 1.0	1 1.9	1 2.1		
CHILDREN TOO YOUNG	4 2.7	3 5.6	3 33.3	3 4.5	2 4.7		4 3.6	3 4.3	3 4.3	1 2.2	2 2.7	4 5.1	2 5.7	5 3.0	3 3.1	3 5.7	1 2.1		
OTHERS	3 2.1	1 1.9	1 11.1	1 1.5		1 2.2	.9			2 4.4		2 2.5	1 2.9	3 1.8	2 2.0	1 1.9	1 2.1		
NO ANSWER	12 8.2	4 7.4		5 7.5	6 14.0	2 4.3	9 8.2	5 7.5	5 7.5	4 8.9	7 9.3	5 6.3	6 17.1	10 6.1	7 7.1	5 9.4	4 8.3		

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(CONTINUED)

MARKET DYNAMICS, INC. (861-R)

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TABLE 7a (CONT'D 2)

0-7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITIES

PUBLIC LIBRARY ATTITUDE STUDY

	RACE	INCOME					OCCUPATION				EDUCATION				RESIDENCE		NO. OF BOOKS READ/MONTH		
		NON-WHITE	UNDER \$5,000	\$5,000 -10,000	\$10,000 -15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	WHITE	BLUE	HIGH SCHOOL	INCOM- CON- PLETE	COLLEGE OR MORE	NOT NEWARK			NONE	ONE OR TWO	3 OR MORE
LIBRARY USERS	117 100.0	26 100.0	5 100.0	37 100.0	29 100.0	40 100.0	99 100.0	28 100.0	19 100.0	45 100.0	78 100.0	17 100.0	126 100.0	53 100.0	38 100.0	51 100.0			
THE AMOUNT OF PARKING SPACE																			
EXCELLENT	20 17.1	4 15.4	1 20.0	6 16.2	6 20.7	5 12.5	17 17.2	4 14.3	4 21.1	9 20.0	11 14.1	24 19.0	10 18.9	5 13.2	8 15.7				
VERY GOOD	30 25.6	4 15.4	1 20.0	7 18.9	8 27.6	8 20.0	25 25.3	5 17.9	2 10.5	8 17.8	24 30.8	1 5.9	12 22.6	11 28.9	11 21.6				
FAIR	20 17.1	3 11.5	1 20.0	3 8.1	5 17.2	10 25.0	17 17.2	2 7.1	3 15.8	8 17.8	11 14.1	2 11.8	12 22.6	4 10.5	7 13.7				
POOR	36 30.8	8 30.8		15 40.5	7 24.1	15 37.5	33 33.3	11 39.3	3 15.8	13 28.9	28 35.9	9 52.9	10 18.9	15 39.5	19 37.3				
NOT APPLICABLE	8 6.8	7 26.9	2 40.0	6 16.2	2 6.9		4 4.0	6 21.4	6 31.6	7 15.6	2 2.6	5 29.4	7 13.2	2 5.3	6 11.8				
NO ANSWER	3 2.6			1 3.4	2 5.0		3 3.0		1 5.3		2 2.6	3 2.4	2 3.8	1 2.6					
COMFORT																			
EXCELLENT	34 29.1	7 26.9	2 40.0	14 37.8	8 27.6	7 17.5	29 29.3	6 21.4	6 31.6	13 28.9	22 28.2	3 17.6	13 24.5	14 36.8	16 27.5				
VERY GOOD	62 53.0	13 50.0	2 40.0	16 43.2	19 65.5	20 50.0	50 50.5	16 57.1	10 52.6	24 53.3	40 51.3	10 58.8	35 66.0	13 34.2	27 52.9				
FAIR	18 15.4	6 23.1	1 20.0	7 18.9	1 3.4	11 27.5	17 17.2	6 21.4	2 10.5	8 17.8	14 17.9	4 23.5	3 5.7	10 26.3	10 19.6				
POOR																			
NO ANSWER	3 2.6			1 3.4	2 5.0		3 3.0		1 5.3		2 2.6	3 2.4	2 3.8	1 2.6					

MARKET DYNAMICS, INC. (R61-R)

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TABLE 7b
0-7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITIES

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE				
	CURRENT USERS					PAST					READ BOOKS		READ BOOKS		MALE	FEMALE	UNDER 40		40 TO 49		50 OR OVER
	TOTAL		HEAVY		LIGHT	TOTAL		HEAVY		LIGHT	YES		NO				40		49		
	143	143	114	68		46	29	10	36		20	YES	NO	YES			NO	100.0	100.0	100.0	
LIBRARY USERS	143	143	114	68	46	29	10	36	20						64	79	49	48	45		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
EASE OF GETTING THERE																					
EXCELLENT	56	39.2	46	24	22	10	36	20							25	31	24	10	17		
			40.4	35.3	47.8	34.5	40.4	37.0							39.1	39.2	49.0	29.2	37.8		
VERY GOOD	73	51.0	57	40	17	16	44	29							34	39	21	27	25		
			50.0	58.8	37.0	55.2	49.4	53.7							53.1	49.4	42.9	56.3	55.6		
FAIR	9	6.3	6	2	4	3	7	2							3	6	2	5	2		
			5.3	2.9	8.7	10.3	7.9	3.7							6.7	7.6	4.1	10.4	4.4		
POOR	2	1.4	2	1	1	1	1	1							1	1	1		1		
			1.8	1.5	2.2		1.1	1.9							1.6	1.3	2.0		2.2		
NO ANSWER	3	2.1	3	1	2		1	2							1	2	1	2			
			2.6	1.5	4.3		1.1	3.7							1.6	2.5	2.0	4.2			
AVAILABILITY OF ANY INFORMATION YOU WANT																					
EXCELLENT	43	30.1	34	16	18	9	28	15							22	21	13	17	13		
			29.8	23.5	39.1	31.0	31.5	27.8							34.4	26.6	26.5	35.4	28.9		
VERY GOOD	77	53.8	63	41	22	14	48	29							34	43	26	23	27		
			55.3	60.3	47.8	46.3	53.9	53.7							53.1	54.4	53.1	47.9	60.0		
FAIR	9	6.3	8	0	2	1	8	1							2	7	6	2	1		
			7.0	8.8	4.3	3.4	9.0	1.9							3.1	8.9	12.2	4.2	2.2		
POOR	1	.7	1		1			1								1	1				
			.9		2.2			1.9								1.3	2.0				
NOT APPLICABLE	10	7.0	5	4	1	5	4	6							5	5	2	4	4		
			4.4	5.9	2.2	17.2	4.5	11.1							7.8	6.3	4.1	8.3	8.9		
NO ANSWER	3	2.1	3	1	2		1	2							1	2	1	2			
			2.6	1.5	4.3		1.1	3.7							1.6	2.5	2.0	4.2			

TABLE 7b (CONT'D 2)
0.7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITIES

	RACE	INCOME				OCCUPATION				EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
		UNDER \$5,000		\$5,000 - \$10,000		OVER \$10,000		WHITE COLLAR		BLUE COLLAR		HIGH SCHOOL		NOT NEWARK	NONE OR TWO		3 OR MORE
		WHITE	NON-WHITE	WHITE	NON-WHITE	WHITE	NON-WHITE	WHITE	NON-WHITE	WHITE	NON-WHITE	PLETE	OR MORE		ONE	TWO	
LIBRARY USERS	117	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EASE OF GETTING THERE																	
EXCELLENT	46	39.3	38.5	10	2	17	12	41.4	27.5	11	39	39.4	32.1	9	8	17	30
VERY GOOD	59	50.4	53.8	14	2	17	15	51.7	57.5	23	48	48.5	69.3	18	9	25	39
FAIR	8	6.8	3.8	1	1	2	3.4	10.0	8.1	3.6	5.3	6.7	6.4	5	3	5	3
POOR	1	.9	3.8	1	1	2.7			1.0			2.5	5.9	.8	1	1	1
NO ANSWER	3	2.6				3.4	5.0	3.0		1	5.3		2.6	2.4	3.8	2	1
AVAILABILITY OF ANY INFORMATION YOU WANT																	
EXCELLENT	35	29.9	30.8	8	2	12	6	20.7	30.0	12	29	29.1	20.6	8	8	9	25
VERY GOOD	62	53.0	57.7	15	2	20	17	54.1	50.0	20	52	52.5	51.5	15	7	29	41
FAIR	8	6.8	3.8	1	1	1	3	10.3	7.5	3	8	8.1	3.6	1	1	2	5
POOR	1	.9				1								1	1	1	1
NOT APPLICABLE	8	6.8	7.7	2	3	8.1	6.9	7.5	7.1	10.7	10.5	8.9	5.1	1	9	5	2
NO ANSWER	3	2.6				3.4	5.0	3.0		1	5.3		2.6	2.4	3.8	2	1

TABLE 7c

PUBLIC LIBRARY ATTITUDE STUDY

0-7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITIES

	LIBRARY USED										LIBRARY NOT USED				AGE			
	CURRENT USERS					PAST USERS					READ BOOKS		TOTAL		SEX		UNDER 40	
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		YES	NO	YES	NO	MALE	FEMALE	40	49
	50 OR OVER	45	40	35	30	25	20	15	10	5	46	41	36	31	26	21	16	11
LIBRARY USERS	143	143	114	68	46	29	89	54			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
THE NUMBER OF SEATS																		
EXCELLENT	39	27.3	30	15	15	9	21	18			23.6	33.3			18	21	15	13
															28.1	26.6	30.6	27.1
VERY GOOD	80	55.9	65	43	22	15	49	31			55.1	57.4			35	5	25	25
															54.7	57.0	51.0	52.1
FAIR	12	8.4	9	5	4	3	11	1			12.4	1.9			7	5	3	5
															10.9	6.3	5.1	10.4
POOR	7	4.9	6	3	3	1	5	2			5.6	3.7			2	5	4	2
															3.1	6.3	8.2	4.2
NO ANSWER	5	3.5	4	2	2	1	3	2			3.4	3.7			2	3	2	3
																3.8	4.1	6.3
QUIETNESS																		
EXCELLENT	65	45.5	54	31	23	11	36	29			40.4	53.7			32	33	21	21
															50.0	41.8	42.9	43.8
VERY GOOD	64	44.8	47	29	18	17	42	22			47.2	40.7			26	38	21	22
															40.6	48.3	42.9	45.8
FAIR	7	4.9	6	5	1	1	7				7.9				4	3	4	2
															6.3	3.8	8.2	4.2
POOR	3	2.1	3	1	2	2	2	1			2.2	1.9			1	2	2	1
															1.6	2.5	4.1	2.1
NO ANSWER	4	2.8	4	2	2	2	2	2			2.2	3.7			1	3	1	2
															1.6	3.8	2.0	4.2

(CONTINUED)

MARKET DYNAMICS, INC. (861-R)

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TABLE 7c (CONT'D 2)
0.7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITIES

PUBLIC LIBRARY ATTITUDE STUDY

	RACE		INCOME			OCCUPATION			EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON- WHITE	UNDER \$5,000	\$5,000- 10,000	\$10,000- 15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM- PLETE	CON- COLLEGE PLETE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE	
LIBRARY USERS	117 100.0	26 100.0	5 100.0	37 100.0	29 100.0	40 100.0	99 100.0	28 100.0	19 100.0	45 100.0	78 100.0	17 100.0	126 100.0	53 100.0	38 100.0	51 100.0
THE NUMBER OF SEATS																
EXCELLENT	32 27.4	7 26.9	1 20.0	16 43.2	5 17.2	8 20.0	25 25.3	9 32.1	5 26.3	13 28.9	20 25.6	2 11.8	37 29.4	18 36.0	8 21.1	13 25.5
VERY GOOD	67 57.3	13 50.0	3 60.0	16 43.2	20 69.0	21 52.5	56 56.6	15 51.6	9 47.4	27 60.0	44 56.4	12 70.6	68 54.0	30 56.6	23 60.5	26 51.0
FAIR	8 6.8	4 15.4	1 20.0	1 2.7	1 3.4	7 17.5	10 10.1	1 3.6	1 5.3	4 8.9	7 9.0	2 11.8	10 7.9	1 1.9	4 10.5	7 13.7
POOR	5 4.3	2 7.7		4 10.8	2 6.9	1 2.5	4 4.0	3 10.7	2 10.5	1 2.2	4 5.1	1 5.9	6 4.8	2 3.8		5 9.8
NO ANSWER	5 4.3				1 3.4	3 7.5	4 4.0		2 10.5		3 3.8		5 4.0	2 3.8	3 7.9	
QUIETNESS																
EXCELLENT	54 46.2	11 42.3	2 40.0	18 48.6	14 48.3	15 37.5	44 44.4	10 33.7	9 47.4	19 42.2	36 46.2	3 17.6	62 49.2	29 54.7	15 39.5	21 41.2
VERY GOOD	54 46.2	10 33.5	2 40.0	15 40.5	14 48.3	17 42.5	44 44.4	16 57.1	9 47.4	22 48.9	33 42.3	12 70.6	52 41.3	21 39.6	17 44.7	25 49.0
FAIR	4 3.4	3 11.5	1 20.0	2 5.4		4 10.0	5 5.1	1 3.6		2 4.4	5 6.4	2 11.8	5 4.0		3 7.9	4 7.8
POOR	1 .9	2 7.7		2 5.4		1 2.5	2 2.0	1 3.6		2 4.4	1 1.3		3 2.4	1 1.9	1 2.6	1 2.0
NO ANSWER	4 3.4				1 3.4	3 7.5	4 4.0		1 5.3		3 3.8		4 3.2	2 3.8	2 5.3	

TABLE 7d
Q.7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITIES

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE			
	CURRENT USERS					PAST					READ BOOKS		READ BOOKS		MALE	FEMALE	UNDER 40		40 TO 49	50 OR OVER
	TOTAL	TOTAL	HEAVY	LIGHT		TOTAL	TOTAL	YES	NO	TOTAL	YES	NO	40	49						
	143	143	114	68	46	29	89	54						64	79	49	48	45		
LIBRARY USERS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
AVAILABILITY OF THE BOOKS YOU WANT																				
EXCELLENT	49	34.3	42	36.0	20	22	7	30	19	33.7	35.2		26	23	15	18	15	33.3		
VERY GOOD	62	43.4	45	39.5	32	13	17	40	22	44.9	40.1		25	37	20	18	24	53.3		
FAIR	24	16.8	19	16.7	12	7	5	16	8	18.0	14.8		11	13	11	8	5	1		
POOR	2	1.4	2	1.8	1	1	1	1	1	1.1	1.9		2	2	2	2	1	1		
NO ANSWER	6	4.2	6	5.3	3	3	3	2	4	2.2	7.4		3.1	5.1	2.0	8.3	2.2	2.2		
HOURS OPEN																				
EXCELLENT	52	36.4	39	34.2	22	17	13	31	21	34.8	38.9		21	31	17	20	15	33.3		
VERY GOOD	72	50.3	57	50.0	36	21	15	46	26	51.7	48.1		35	37	25	22	24	53.3		
FAIR	12	8.4	11	9.6	8	3	1	9	3	10.1	5.6		5	7	5	3	4	8.9		
POOR	1	.7	1	.9	1			1		1.1				1		1				
NO ANSWER	6	4.2	6	5.3	1	5		2	4	2.2	7.4		3	3	2	2	2	4.4		

(CONTINUED)

MARKET DYNAMICS, INC. (861-R)

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TABLE 7d (CONT'D 2)
0-7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITIES

PUBLIC LIBRARY ATTITUDE STUDY

	RACE			INCOME			OCCUPATION			EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE			UNDER \$5,000			OVER \$5,000			HIGH SCHOOL			NEWARK		NONE OR TWO		
	117	26	5	37	29	40	99	28	19	45	78	100.0	100.0	100.0	53	38	51
LIBRARY USERS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AVAILABILITY OF THE BOOKS YOU WANT																	
EXCELLENT	40	9	1	15	11	10	34	8	7	14	28	36.8	31.1	35.9	2	47	19
	34.2	34.6	20.0	40.5	37.9	25.0	34.3	28.6	36.8	31.1	35.9	11.3	11.3	37.3	35.8	31.6	35.3
VERY GOOD	50	12	3	17	9	17	41	14	9	23	30	47.4	51.1	38.5	12	50	21
	42.7	46.2	60.0	45.9	31.0	42.5	41.4	50.0	47.4	51.1	38.5	70.6	39.7	39.6	39.6	44.7	45.1
FAIR	19	5	1	3	7	11	18	4	1	5	17	5.3	11.1	21.3	3	21	8
	16.2	19.2	20.0	8.1	24.1	27.5	18.2	14.3	5.3	11.1	21.3	17.6	16.7	15.1	18.4	7	9
POOR	2			2				2	1	1					2	1	1
	1.7			5.4				7.1	5.3	2.2				1.6	1.9	2.6	
NO ANSWER	6				2	2	6		1	2	3			6	4	1	1
	5.1				9.9	5.0	6.1		5.3	4.4	3.8			4.8	7.5	2.6	2.0
HOURS OPEN																	
EXCELLENT	40	12	1	19	9	10	34	8	8	16	27	42.1	35.6	34.6	5	47	21
	34.2	46.2	20.0	51.4	31.0	25.0	34.3	28.6	42.1	35.6	34.6	29.4	29.4	37.3	39.6	36.8	33.3
VERY GOOD	62	10	3	15	16	23	49	17	7	26	39	36.8	57.8	50.0	8	64	25
	53.0	38.5	60.0	40.5	55.2	57.5	49.5	60.7	36.8	57.8	50.0	47.1	50.8	47.2	47.2	50.0	52.9
FAIR	8	4	1	3	3	4	10	2	2	2	8	10.5	4.4	10.3	2	10	3
	6.8	15.4	20.0	8.1	10.3	10.0	10.1	7.1	10.5	4.4	10.3	11.8	7.9	7.9	5.7	7.9	11.8
POOR	1						1								1		1
	.9						1.0								1.3	5.9	2.0
NO ANSWER	6				1	2	5	1	2	1	3			5	4	2	2
	5.1				3.4	5.0	5.1	3.6	10.5	2.2	3.0			4.0	7.5	5.3	5.3

Q-7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITIES

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE							
	CURRENT USERS					PAST USERS					READ BOOKS		TOTAL							YES		NO		
	TOTAL		HEAVY		LIGHT		TOTAL		YES		NO		TOTAL		YES		NO		TOTAL		YES		NO	
	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT
LIBRARY USERS	143	143	114	68	46	29	89	54	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
PROVIDING INFORMATION BY TELEPHONE																								
EXCELLENT	24	16.8	22	13.2	13	6.9	15	9	16.9	16.9	16.9	16.9	10	14	10	10	10	10	10	10	10	10	10	
VERY GOOD	48	33.6	37	20.4	17	11	30	10	33.7	33.7	33.7	33.7	17	31	18	15	15	15	15	15	15	15	15	
FAIR	4	2.8	3	2.9	2	1.1	2	2	2.2	2.2	2.2	2.2	3	1	2	1	1	1	1	1	1	1	1	
POOR	1	.7	1	1.5	1	3.4	2	2	2.2	2.2	2.2	2.2	4	7	4	4	4	4	4	4	4	4	4	
NOT APPLICABLE	62	43.4	47	50.0	28.3	51.7	39	23	43.8	43.8	43.8	43.8	33	29	17	23	23	23	23	23	23	23	23	
NO ANSWER	4	2.8	4	2.9	2	4.3	2	2	2.2	2.2	2.2	2.2	1	3	1	3	3	3	3	3	3	3	3	
HELPFULNESS OF STAFF																								
EXCELLENT	76	53.1	63	54.4	26	44.8	49	27	55.1	55.1	55.1	55.1	36	40	25	30	30	30	30	30	30	30	30	
VERY GOOD	60	42.0	46	40.4	18	48.3	35	25	39.3	39.3	39.3	39.3	26	34	20	15	15	15	15	15	15	15	15	
FAIR	3	2.1	1	1.5	1	6.9	2	3	3.4	3.4	3.4	3.4	1	2	2	1	1	1	1	1	1	1	1	
POOR	1	.7	1	1.5	1	1.1	1	1	1.1	1.1	1.1	1.1	1	1	1	1	1	1	1	1	1	1	1	
NO ANSWER	2	1.4	2	1.7	2	5.6	1	1	1.1	1.1	1.1	1.1	1	1	1	1	1	1	1	1	1	1	1	

(CONTINUED)

MARKET DYNAMICS, INC. 1861-R

detached

	RACE	INCOME					OCCUPATION			EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
		UNDER \$5,000	\$5,000 -10,000	\$10,000 -15,000	\$15,000 -20,000	OVER \$20,000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM- PLETE	COM- PLETE	COLLEGE PLETE	OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
LIBRARY USERS	WHITE	117 100.0	26 100.0	5 100.0	37 100.0	29 100.0	40 100.0	99 100.0	28 100.0	19 100.0	45 100.0	78 100.0	17 100.0	126 100.0	53 100.0	38 100.0	51 100.0
PROVIDING INFORMATION BY TELEPHONE																	
EXCELLENT		18 15.4	6 23.1	1 20.0	11 29.7	3 10.3	6 15.0	17 17.2	6 21.4	3 15.8	4 8.9	17 21.8	1 5.9	23 19.3	9 17.0	6 10.5	11 21.6
VERY GOOD		37 31.6	11 42.3	4 40.0	10 27.0	11 37.9	10 25.0	32 32.3	10 35.7	7 36.8	18 40.0	23 29.5	10 58.8	38 30.2	18 34.0	16 42.1	27.1
FAIR		2 1.7	2 7.7	1 20.0	1 2.5	3.4	2.5	3 3.0	3 10.0	1 2.2	3 3.8	3 3.8	2 11.8	2 1.6	2 3.3	1 2.6	2.0
POOR		1 .9	1 3.8	1 2.5	1 2.5	1 3.4	1 2.5	1 1.0	1 3.5	1 5.3	1 2.6	1 1.3	1 5.9	1 2.4	1 3.8	1 2.6	2.0
NOT APPLICABLE		55 47.0	7 26.5	1 20.0	16 43.2	13 44.8	19 47.5	42 42.4	12 42.9	8 42.1	22 68.9	31 39.7	3 17.6	59 46.0	22 41.5	15 39.5	24 47.1
NO ANSWER		4 3.4	1 3.8	1 20.0	1 2.5	3.4	7.5	4 4.0	4 13.5	1 5.3	3 3.8	3 3.8	1 5.9	3 2.4	2 3.8	1 2.6	2.0
HELPFULNESS OF STAFF																	
EXCELLENT		64 54.7	12 46.2	2 40.0	23 62.2	12 41.4	21 52.5	50 50.5	16 57.1	11 57.9	25 55.6	39 50.0	9 52.9	67 53.2	27 50.9	16 42.1	33 64.7
VERY GOOD		47 40.2	13 50.0	2 40.0	14 37.8	16 55.2	15 37.5	42 42.4	12 42.9	7 35.8	19 42.2	34 43.6	7 41.2	53 42.1	24 45.3	18 47.4	17 33.3
FAIR		2 1.7	1 3.8	1 20.0	1 2.5	1 3.4	1 2.5	3 3.0	3 10.0	1 2.2	2 2.6	2 2.6	1 5.9	2 1.6	2 3.3	2 5.3	2.0
POOR		1 .9	1 3.8	1 20.0	1 2.5	1 3.4	1 2.5	1 1.0	1 3.5	1 5.3	1 2.6	1 1.3	1 5.9	1 2.4	1 3.8	1 2.6	2.0
NO ANSWER		3 2.6	1 3.8	1 20.0	1 2.5	3.4	5.0	3 3.0	3 10.0	1 5.3	2 2.6	2 2.6	2 11.8	3 2.4	2 3.8	1 2.6	2.0

MARKET DYNAMICS, INC. (861-R)

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0.7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITIES

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE			
	CURRENT USERS					PAST					READ BOOKS		TOTAL							
	TOTAL	TOTAL	HEAVY	LIGHT		TOTAL	HEAVY	LIGHT			YES	NO	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER	
LIBRARY USERS	143	143	114	68	46	29	89	56							67	79	49	48	45	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							100.0	100.0	100.0	100.0	100.0	
EASE OF FINDING WHAT YOU WANT																				
EXCELLENT	46	46	36	22	14	10	31	15							22	26	14	15	16	
	32.2	32.2	31.6	32.4	30.4	34.5	34.8	27.0							34.4	30.4	28.6	31.3	35.6	
VERY GOOD	80	80	62	38	24	18	50	30							34	46	30	22	28	
	55.9	55.9	54.4	55.9	52.2	62.1	56.2	55.6							53.1	50.2	61.2	45.8	62.2	
FAIR	12	12	11	5	6	1	6	6							6	6	4	7	1	
	8.4	8.4	9.6	7.4	13.0	3.4	6.7	11.1							9.4	7.6	8.2	14.6	2.2	
POOR																				
NO ANSWER	5	5	5	3	2		2	3							2	3	1	4		
	3.5	3.5	4.4	4.4	4.3		2.2	5.6							3.1	3.8	2.0	8.3		

EASE OF FINDING WHAT
YOU WANT

TABLE 7F (CONT'D 2)

0.7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITIES

PUBLIC LIBRARY ATTITUDE STUDY

	RACE	INCOME			OCCUPATION			EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH			
		NON- WHITE	UNDER \$5,000	\$5,000 -10,000	OVER \$10,000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM- COM- PLETE PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE OR TWO	ONE OR TWO	3 OR MORE		
LIBRARY USERS	117 100.0	26 100.0	5 100.0	37 100.0	29 100.0	40 100.0	99 100.0	28 100.0	19 100.0	45 100.0	78 100.0	17 100.0	126 100.0	53 100.0	38 100.0	51 100.0
EASE OF FINDING WHAT YOU WANT																
EXCELLENT	38 32.5	8 30.8	2 40.0	16 43.2	5 17.2	7 17.5	27 27.3	9 32.1	7 36.8	14 31.1	24 30.8	3 17.6	43 34.1	15 28.3	11 28.9	20 30.2
VERY GOOD	68 58.1	12 46.2	2 40.0	17 45.9	19 65.5	27 67.5	56 56.6	18 64.3	10 52.6	26 57.8	44 56.4	12 10.6	68 54.0	29 54.7	23 60.5	27 52.9
FAIR	6 5.1	6 23.1	1 20.0	4 10.8	3 10.3	3 7.5	11 11.1	1 3.6	1 5.3	4 8.9	7 9.0	1 5.9	11 8.7	6 11.3	3 7.9	3 5.9
POOR																
NO ANSWER	5 4.3				2 6.9	3 7.5	5 5.1		1 5.3	1 2.2	3 3.8	1 5.9	4 3.2	3 5.7	1 2.6	1 2.0

SUGGESTED CHANGES AND/OR IMPROVEMENTS TO LIBRARY SERVICES

	LIBRARY USED										LIBRARY NOT USED										AGE		
	CURRENT USERS					PAST					READ BOOKS					SEX					40 TO 49		
	TOTAL					LIGHT					YES					MALE					50 OR OVER		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	172	182	105	99	148							
A BRANCH CLOSER TO WHERE I LIVE/ LIBRARY TOO FAR	10	2.6							10	6	6	4	6	4	2	4							
									4.7	9.2	2.7	2.3	3.3	3.8	2.0	2.7							
A BOOKMOBILE	12	1	1	1	1	1	1	1	11	2	9	4	8	7	3	2							
	3.4	.7				3.4		1.9	5.2	3.1	6.2	2.3	4.4	6.7	3.0	1.4							
A DELIVERY SERVICE/ HOME DELIVERY	1	1	1	1	1	1	1	1				1											
	.3	.7	.9	1.5			1.1					.6											
MORE PROGRAMS FOR CHILDREN/SENIOR CITIZENS	8	4	2	1	1	2	2	2	4		4	5	3	3	3	2							
	2.3	2.8	1.6	1.5	2.2	6.5	2.2	3.7	1.9		2.7	2.9	1.6	2.9	3.0	1.4							
LATER EVENING HOURS, OPENED LATER ON SATURDAY	7	7	7	6	1		6	1			6	5	2	4	2	1							
	2.0	4.9	6.1	8.8	2.2		6.7	1.9				2.9	1.1	3.8	2.0	.7							
HAVE SUMMER PROGRAMS (STORY HRS, ETC)																							
FILMS, FILM PROGRAMS	7	3	3	1	2		2	1	4	1	3	5	2	4		3							
	2.0	2.1	2.6	1.5	4.3		2.2	1.9	1.9	1.5	2.2	2.9	1.1	3.8		2.0							
MORE DIVERSITY IN SCOPE OF BOOKS AVAILABLE (LANGUAGE, SEWING, ETC)	7	5	5	3	2		4	1	2		2	5	2	5	2								
	2.0	3.5	4.4	4.4	4.3		4.5	1.9	.9		1.4	1.9	1.1	4.8	2.0								
IMPROVE CATALOGUING SYSTEM/DIFFICULT TO FIND BOOKS	5	3	3	2	1		3		2	1	1	2	3		2								
	1.4	2.1	2.6	2.9	2.2		3.4		.9	1.5	.7	1.2	1.6	1.0	2.0	1.4							
MORE BEST SELLERS	2	1	1	1			1		1		1	2		1		1							
	.6	.7	.9	1.5			1.1		.5		.7	1.2		1.0		.7							
MORE COPIES OF BEST SELLERS/SHORTER WAITING PERIOD	6	6	4	3	1	2	4	2															
	1.7	4.2	3.5	4.4	2.2	6.9	4.5	3.7															

(CONTINUED)

PUBLIC LIBRARY ATTITUDE STUDY

TABLE 8 (CONT'D 2)
33% SUGGESTED CHANGES AND/OR IMPROVEMENTS TO LIBRARY SERVICES

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE					
	CURRENT USERS					READ BOOKS					READ BOOKS		YES		MALE		UNDER 40		40 TO 49		50 OR OVER	
	TOTAL		TOTAL		PAST LIBRARY USERS	YES		NO		TOTAL	YES		NO		FEMALE		40		49		50 OR OVER	
	TIME	PERCENT	TIME	PERCENT		PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT
MORE UP-TO-DATE BOOKS IN GENERAL	6	1.7	5.0	4.4	3	1	3	2	2	1	1	1	1	1	1	5	5	5	5	1	1	
MORE ADULT BOOKS	2	2	1.4	1.0	2	1	1	1	1	1	1	1	1	1	1	2.7	2.7	2.7	2.7	1	1	
PROVIDE MORE TO AVOID LEAD TO DATE LIBRARY	2	2	1.4	1.0	2	1	1	1	1	1	1	1	1	1	1	1.0	1.0	1.0	1.0	1	1	
MORE FREQUENT REFERENCE SERVICES MATERIAL	12	3.4	5.6	7.0	10.3	7	1	3	3	4	3	3	1	1	7	5	4	4	4	3	3	
IMPROVE QUALITY OF BOOKS (IN PARTICULAR REPLACE)	2	2	1.4	1.0	2	1	1	2	2	1	1	1	1	1	1	1.1	1.1	1.1	1.1	2	2	
SEW ALL MATERIAL OF NEW PASTERS, ADAPTATION OF LIBRARY RESOURCES	5	1.4	3	2.6	1.0	4.3	1	1	1	2	1	1	1	1	1	4	3	2	2	2	2	
CAPACITY EXPANSION PLAN FOR VARIOUS PEOPLE WITH THE FACILITY	2	2	1.4	1.0	2	1	1	1	1	1	1	1	1	1	1	.5	.5	.7	.7	1	1	
SAVE INFORMATION ON HOW TO USE THE LIBRARY	2	2	1.4	1.0	2	1	1	1	1	1	1	1	1	1	1	2	2	1.0	1.0	1	1	
MORE MATERIAL ON NEGRO STUDIES	9	2.1	2.1	2.6	1.0	4.3	3	1	1	1	1	1	1	1	2	2	3	3	1	1		
MODERNIZE BUILDING, MAKE IT MORE ATTRACTIVE	2	2	1.4	1.0	2	1	1	1	1	1	1	1	1	1	1	1	2	2	1.0	1.0		
IMPROVE PARKING FACILITIES	7	2.0	2.0	4.4	5.9	2.2	3	2	2	2	2	2	2	2	3	4	2	2	4	1	1	

(CONTINUED)

PUBLIC LIBRARY ATTITUDE STUDY

TABLE 8
33/4 SUGGESTED CHANGES AND/OR IMPROVEMENTS TO LIBRARY SERVICES

	RACE	INCOME				OCCUPATION				EDUCATION				RESIDENCE		NO. OF BOOKS READ/MONTH		
		UNDER \$5,000	\$5,000 -10,000	\$10,000 -15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	INCOM- PLETE	HIGH SCHOOL	COLLEGE	NOT NEWARK					NONE OR TWO	ONE	3 OR MORE
TOTAL RESPONDENTS	253	101	92	111	61	69	170	113	109	120	123	93	271	199	80	100.0	100.0	100.0
WHITE	101.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
A SEARCH CLERK TO WHOLE FIVE/ LIBRARY TOO FAR	3	7	2	4	3	1	8	1	4	5	1	9	1	4	2	2.0	2.5	5.4
	1.2	0.9	3.2	3.6	6.9	.6	7.1	.8	3.7	4.2	.8	10.8	.4	2.0	2.5	2.5	5.4	5.4
A JOY KNIGHT	4	6	5	4	1	1	2	6	6	4	4	6	6	10	1	1	1	1
	1.6	7.9	5.8	3.6	1.6	1.4	1.2	5.3	5.5	3.3	.8	7.2	2.2	5.0	1.3	1.3	1.3	1.3
A DELIVERY SERVICE/ HOME DELIVERY	1																	
	.4																	
MORE PROGRAMS FOR CHILDREN/SENIOR CITIZENS	4	4	1	1	2	3	4	1	2	1	4	2	6	6	2	3.0	2.7	2.7
	1.5	4.3	1.0	.9	3.3	4.3	2.4	.9	1.8	.8	3.3	2.4	2.2	3.0	2.7	2.7	2.7	2.7
LATER EVENING HOURS. OPENED LATER IN SATURDAY	6	1	2	2	2	2	6	1	2	2	5	7	7	1	3	3	3	3
	2.4	1.0	1.8	3.3	2.9	3.5	.9	.9	1.7	4.1	2.6	2.6	2.6	.5	3.3	3.3	3.3	3.3
HAVE SUMMER PROGRAMS (STORY HES, ETC)																		
FILMS. FILM PROGRAMS	4	3	2	1	4	5			2	2	3	1	6	4	2	2.5	1.4	1.4
	1.6	3.0	3.6	.9	5.8	2.9			1.8	1.7	2.4	1.2	2.2	2.0	2.5	2.5	1.4	1.4
MORE DIVERSITY IN SCUFF OF BOOKS AVAILABLE (LANGUAGE, SEWING, ETC)	3	4	4	1	2	4	3	3	2	1	4	2	5	3	2	2	2	2
	1.2	4.0	3.6	1.6	2.9	2.4	2.7	2.7	1.8	.8	3.3	2.4	1.8	1.5	2.5	2.5	2.7	2.7
IMPROVE CATALOGING SYSTEM/DIFFICULT TO FIND BOOKS	2	3	1	3	1	1	1	3	1	3	1	3	2	1	1	1	1	1
	.8	3.0	1.9	2.7	1.4	.6	2.7	2.7	.9	2.5	.8	3.6	.7	.5	1.3	1.3	1.3	1.3
MORE BEST SELLERS	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	.4	1.0	.9	1.6	.6	.6	.9	.9	.9	.9	.8	1.2	.4	.5	1.0	1.0	1.0	1.0
MORE COPIES OF BEST SELLERS/SHORTER WAITING PERIOD	6																	
	2.4																	

TABLE 8 (CONT'D 2)
 03/4 SUGGESTED CHANGES AND/OR IMPROVEMENTS TO LIBRARY SERVICES

PUBLIC LIBRARY ATTITUDE STUDY

	RACE	INCOME				OCCUPATION				EDUCATION				RESIDENCE		NO. OF BOOKS READ/MONTH		
		UNDER \$5,000		\$5,000 -10,000		OVER \$10,000		WHITE COLLAR		HIGH SCHOOL INCOM- PLETE		COLLEGE PLETE OR MORE		NEWARK	NOT NEWARK	NONE OR TWO	ONE	3 OR MORE
		WHITE	NEGRO	WHITE	NEGRO	WHITE	NEGRO	WHITE	NEGRO	WHITE	NEGRO	WHITE	NEGRO					
MORE UP-TO-DATE BOOKS IN GENERAL	5 2.0	1 1.0	1 1.0	2 1.8	1 1.4	3 4.9	6 8.7	10 5.9	2 1.8	1 0.9	2 1.7	3 2.4	1 1.2	5 1.8	3 1.5	3 4.1	3 4.1	3
MORE BOOKS AT BRANCHES SUCH AS TO AVOID TRIP TO MAIN LIBRARY	1 .4	1 1.0	1 1.0	1 .9	1 1.6	1 1.6	1 1.6	1 1.2	1 1.8	1 0.9	1 0.8	1 0.8	1 0.8	2 0.7	1 0.5	1 1.3	1 1.3	1
MORE TECHNICAL REFERENCES (RESEARCH MATERIAL)	12 4.7	1 0.9	3 4.9	2 1.8	6 8.7	10 5.9	2 1.8	1 0.9	4 3.3	8 6.5	1 1.2	12 4.4	4 2.0	2 2.5	2 2.5	2 2.5	2 2.5	6 8.1
IMPROVE CONDITIONS OF BOOKS (REPAIR OR REPLACE)	2 .3	1 1.0	1 1.0	2 1.8	1 1.4	2 3.3	1 1.8	2 1.2	3 2.7	2 1.8	1 0.8	2 1.6	2 2.4	3 1.1	4 2.0	4 2.0	4 2.0	1 1.6
SEND OUT MAILING OF NEW LISTINGS, ADVERTISE WHAT LIBRARY OFFERS	2 2.0	1 1.8	1 1.8	2 1.8	1 1.8	2 1.8	1 0.9	1 0.9	1 0.8	2 2.4	2 2.4	2 1.0	2 1.0	2 1.0	2 1.0	2 1.0	2 1.0	2 1.0
COMMUNITY EDUCATION PLAN FOR YOUNG PEOPLE WITH THE PARENTS	1 .4	1 1.0	1 1.0	1 0.9	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6
WANT INFORMATION ON HOW TO USE THE LIBRARY	1 .4	1 1.0	1 1.0	1 0.9	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6
MORE MATERIAL ON NEGRO STUDIES	4 4.0	1 1.9	1 1.9	1 0.9	1 1.6	1 1.6	1 1.6	2 1.2	2 1.8	2 1.7	2 1.6	2 1.6	2 2.4	2 0.7	1 0.5	1 1.3	1 1.3	2 2.7
RENOVATE BUILDING, MAKE IT MORE ATTRACTIVE	1 .4	1 1.0	1 1.0	1 0.9	1 1.6	1 1.6	1 1.6	2 1.2	2 1.8	1 0.9	1 0.8	1 0.8	1 0.8	2 0.7	1 0.5	1 1.3	1 1.3	2 2.7
IMPROVE PARKING FACILITIES	5 2.0	2 2.0	2 2.0	2 1.8	1 1.6	6 3.5	1 0.9	6 3.5	1 0.9	4 3.3	3 2.4	3 2.4	7 2.6	4 2.0	4 2.0	4 2.0	4 2.0	3 4.1

MARKET DYNAMICS, INC. (861-R)

(CONTINUED)

TABLE 8 (CONT'D 3)

03/4 SUGGESTED CHANGES AND/OR IMPROVEMENTS TO LIBRARY SERVICES

	LIBRARY USED										LIBRARY NOT USED				AGE			
	CURRENT USERS					READ BOOKS					SEX				UNDER 40			
	PAST					YES					MALE FEMALE				40 49			
	TOTAL	TOTAL	HEAVY	LIGHT	USERS	YES	NO	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 49	50 OR OVER	
LIBRARY VERY ADEQUATE AS IS/NO NEED FOR CHANGES OR IMPROVEMENTS/NO SUGGESTIONS GIVEN	215 60.7	66 46.2	50 43.9	26 38.2	24 52.2	16 55.2	29 53.7	37 41.6	29 53.7	149 70.6	45 69.2	104 71.2	112 65.1	103 56.6	49 44.7	59 59.6	108 70.0	
MISCELLANEOUS	21 5.9	15 10.5	13 11.4	9 13.2	4 8.7	2 6.9	3 5.6	12 13.5	5.6	6 2.8	4 6.2	2 1.4	8 4.7	13 7.1	9 0.6	5 5.1	7 6.7	
OK/NA	26 7.3	15 10.5	8 7.0	5 7.4	3 6.5	7 24.1	7 13.0	8 9.0	13.0	11 5.2	2 3.1	9 6.2	10 5.8	16 8.6	7 6.7	9 9.1	10 6.0	

(CONTINUED)

MARKET DYNAMICS, INC. (861-R)

TABLE 8 (CONT'D 3)

Q3/4 SUGGESTED CHANGES AND/OR IMPROVEMENTS TO LIBRARY SERVICES

PUBLIC LIBRARY ATTITUDE STUDY

	RACE	INCOME					OCCUPATION			EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH	
		WHITE	NON- WHITE	UNDER \$5,000	\$5,000 -10,000	\$10,000 -15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM- PLETE	COM- PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE OR ONE	TWO OR MORE
LIBRARY VERY ADEQUATE AS IS/NO NEED FOR CHANGES OR IMPROVEMENTS/NO SUGGESTIONS GIVEN	WHITE	169 55.8	48 15.1	34 10.4	70 21.1	33 10.1	95 28.9	70 21.1	76 23.1	73 22.3	65 19.7	45 13.7	170 51.2	132 39.3	50 15.0	32 9.7
MISCELLANEOUS		13 3.9	8 2.4	2 0.6	6 1.8	3 0.9	7 2.1	13 3.9	5 1.5	4 1.2	6 1.8	11 3.3	5 1.5	16 4.8	3 0.9	9 2.7
DK/NA		19 5.8	7 2.1	3 0.9	3 0.9	4 1.2	10 3.0	18 5.4	4 1.2	6 1.8	5 1.5	11 3.3	4 1.2	22 6.6	15 4.5	4 1.2

0-8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

	LIBRARY USED										LIBRARY NOT USED										AGE		
	CURRENT USERS					READ BOOKS					READ BOOKS					SEX					AGE		
	PAST					YES					YES					MALE					40 TO 49		
	TOTAL	TOTAL	HEAVY	LIGHT	USERS	YES	NO	YES	NO	TOTAL	YES	NO	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER				
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	172	182	105	99	149							
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
OLDER ADULTS																							
VERY LIKELY	113	66	57	34	23	9	43	23	47	15	32	56	57	39	30	33							
	31.9	46.2	50.0	50.0	50.0	31.0	48.3	42.6	22.3	23.1	21.9	32.6	31.3	37.1	36.4	25.7							
SOMEWHAT LIKELY	130	48	35	24	11	13	32	16	82	27	55	58	72	35	20	58							
	36.7	33.6	30.7	35.3	23.9	44.8	36.0	29.6	38.9	41.5	37.7	33.7	59.6	53.3	36.0	39.9							
SOMEWHAT UNLIKELY	64	19	15	7	8	4	8	11	45	14	31	33	31	17	16	32							
	18.1	13.3	13.2	10.3	17.4	13.8	9.0	20.4	21.3	21.5	21.2	19.2	17.0	16.2	14.1	21.6							
VERY UNLIKELY	39	6	4	2	2	2	4	2	33	9	24	20	19	12	10	17							
	11.0	4.2	3.5	2.9	4.3	6.9	4.5	3.7	15.6	13.8	16.4	11.6	10.4	11.4	10.1	11.5							
NO ANSWER	8	4	3	1	2	1	2	2	4	4	4	5	3	2	3	2							
	2.3	2.8	2.6	1.5	4.3	3.4	2.2	3.7	1.9	2.7	2.7	2.9	1.6	1.9	3.0	1.6							
YOUNGER ADULTS																							
VERY LIKELY	167	90	75	45	30	15	57	33	21	56	74	93	93	52	46	63							
	47.2	62.9	65.8	66.2	65.2	51.7	64.0	61.1	36.5	32.3	38.4	43.0	51.1	49.5	46.5	45.9							
SOMEWHAT LIKELY	120	36	25	16	9	11	24	12	29	53	61	59	59	35	37	48							
	33.9	25.2	21.9	23.5	19.6	37.9	27.0	22.2	39.8	44.6	37.7	35.5	32.4	33.3	37.6	32.4							
SOMEWHAT UNLIKELY	40	10	8	3	5	2	5	5	5	10	20	19	21	14	9	17							
	11.3	7.0	7.0	4.4	10.9	6.9	5.6	9.3	14.2	15.4	13.7	11.0	11.5	13.3	9.1	11.9							
VERY UNLIKELY	17	2	2	2	2	2	2	2	15	5	5	11	6	2	6	11							
	4.8	1.4	1.8	2.9	2.9	3.4	3.4	3.7	7.1	7.7	6.0	6.4	3.3	1.9	4.0	7.4							
NO ANSWER	10	5	4	2	2	1	3	5	2	5	7	7	3	2	3	7							
	2.8	3.5	3.5	2.9	4.3	3.4	3.4	3.7	2.4	2.4	3.4	4.1	1.6	1.9	3.0	2.7							

(CONTINUED)

TABLE 9a (CONT'D 2)
9.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

	RACE		INCOME				OCCUPATION				EDUCATION				RESIDENCE		NO. OF BOOKS READ/MONTH		
			INCOME				OCCUPATION				EDUCATION								
	WHITE	NON- WHITE	UNDER \$5,000	\$5,000 - 10,000	\$10,000 - 15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	INCOM- PLETE	HIGH SCHOOL	INCOM- PLETE	COM- PLETE	COLLEGE OR MORE	NOT NEARBY	NONE	ONE OR TWO	3 OR MORE		
TOTAL RESPONDENTS	253	101	52	111	61	69	170	113	109	120	123	83	271	199	100.0	80	74		
OLDER ADULTS																			
VERY LIKELY	89	24	9	27	25	33	74	25	20	34	59	5	108	55	28	30			
	35.2	23.8	17.3	24.3	41.0	47.8	43.5	22.1	18.3	28.3	48.0	6.0	39.9	27.6	35.0	40.5			
SOMEWHAT LIKELY	100	30	18	45	17	25	59	46	44	48	38	36	94	71	28	31			
	39.5	29.7	34.6	40.5	27.9	36.2	34.7	40.7	40.4	40.0	30.9	43.4	34.7	35.7	35.0	41.9			
SOMEWHAT UNLIKELY	39	25	17	21	11	6	20	24	25	24	14	25	39	42	15	7			
	15.4	24.8	32.7	18.9	18.0	8.7	11.8	21.2	22.9	20.0	11.4	30.1	14.4	21.1	18.3	9.5			
VERY UNLIKELY	19	20	8	18	7	3	12	15	16	13	9	17	22	25	3	5			
	7.5	19.8	15.4	16.2	11.5	4.3	7.1	13.3	14.7	10.8	7.3	20.5	8.1	12.6	10.0	6.8			
NO ANSWER	6	2			1	2	5	3	6	1	3	8	3.0	6	1	1			
	2.4	2.0			1.6	2.9	2.9	2.7	3.7	.8	2.4			3.0	1.3	1.4			
YOUNGER ADULTS																			
VERY LIKELY	136	31	18	46	35	31	83	51	45	58	62	23	144	88	42	36			
	53.8	30.7	34.6	41.4	57.4	44.9	46.8	45.1	41.3	48.3	50.4	27.7	53.1	44.2	52.5	48.6			
SOMEWHAT LIKELY	84	36	24	39	17	25	59	36	40	42	38	39	81	67	27	26			
	33.2	35.6	46.2	35.1	27.9	37.7	34.7	31.9	36.7	35.0	30.9	47.0	29.9	33.7	33.0	35.1			
SOMEWHAT UNLIKELY	22	18	8	18	4	6	16	16	14	16	10	12	28	25	0	7			
	8.7	17.8	15.4	16.2	6.6	8.7	9.4	14.2	12.8	13.3	8.1	14.5	10.3	12.6	10.0	9.5			
VERY UNLIKELY	4	13	2	8	4	2	5	7	6	3	8	9	8	12	2	3			
	1.6	12.9	3.8	7.2	6.0	2.9	2.9	6.2	5.5	2.5	6.5	10.8	3.0	6.0	2.5	4.1			
NO ANSWER	7	3			1	4	7	3	4	1	5	5	10	7	1	2			
	2.8	3.0			1.6	5.8	4.1	2.7	3.7	.8	4.1		3.7	3.5	1.3	2.7			

0-8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

	LIBRARY USED										LIBRARY NOT USED				SEX			AGE		
	CURRENT USERS					PAST					READ BOOKS		TOTAL		YES		NO		MALE	FEMALE
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		YES	NO	YES	NO	YES	NO	YES	NO		
	117	91	59	32	26	70	47	142	43	99	124	135	73	73	111	75.0	18.9	16.2	10.1	4.1
VERY LIKELY	259	117	91	59	32	26	70	47	142	43	99	124	135	73	73	111	75.0	18.9	16.2	10.1
	73.2	81.8	79.8	86.8	89.7	89.7	78.7	87.0	66.2	67.8	72.1	74.2	69.5	73.7	75.0					
SOMEWHAT LIKELY	70	18	15	6	9	14	4	52	16	36	33	37	26	26	29					
	19.8	12.8	13.2	8.8	10.3	15.7	7.4	24.6	24.6	24.7	19.2	20.3	24.8	16.2	18.9					
SOMEWHAT UNLIKELY	18	6	2	4		5	1	12	4	0	10	8	4	4	4					
	5.1	4.2	5.3	2.0	8.7	5.0	1.9	5.7	6.2	5.5	5.8	4.4	3.8	8.1	4.1					
VERY UNLIKELY	5							5	2	3	4	1	1	1	3					
	1.4							2.4	3.1	2.1	2.3	.5	1.0	1.0	2.0					
NO ANSWER	2	2	1	1			2				1	1	1	1	1					
	.8	1.4	1.8	1.5	2.2		3.7				.6	.5	1.0	1.0	1.0					

CHILDREN

(CONTINUED)

MARKET DYNAMICS, INC. (861-R)

dated 12/82

TABLE 9b (CONT'D 2)
O-8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

PUBLIC LIBRARY ATTITUDE STUDY

	RACE		INCOME				OCCUPATION				EDUCATION				RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON- WHITE	UNDER \$5,000	\$5,000- 10,000	\$10,000- 15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM- PLETE	COM- PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE OR TWO	ONE	3 OR MORE			
CHILDREN																			
VERY LIKELY	198 78.3	61 60.4	30 57.7	78 70.3	47 77.0	57 82.6	134 78.8	77 68.1	74 67.9	87 72.5	96 78.0	49 59.0	210 77.5	145 72.9	60 75.0	53 71.6			
SOMEWHAT LIKELY	38 15.0	32 31.7	21 40.4	21 18.9	10 16.4	8 11.6	22 12.9	28 24.8	30 27.5	21 17.5	19 15.4	30 36.1	40 14.8	40 20.1	16 20.0	14 18.9			
SOMEWHAT UNLIKELY	12 4.7	6 5.9	1 1.9	9 8.1	4 6.6	1 1.4	9 5.3	8 7.1	3 2.8	10 8.3	5 4.1	3 3.6	15 5.5	9 4.5	3 3.8	6 8.1			
VERY UNLIKELY	3 1.2	2 2.0		3 2.7		2 2.9	3 1.8		2 1.8	1 .8	2 1.6	1 1.2	4 1.5	3 1.5	1 1.3	1 1.4			
NO ANSWER	2 .8					1 1.4	2 1.2			1 .8	1 .8	2 .7	2 .7	2 1.0					

TABLE 9c

0.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

PUBLIC LIBRARY ATTITUDE STUDY

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE							
	CURRENT USERS					PAST					READ BOOKS		TOTAL		YES		NO		MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER	
	TOTAL	TOTAL	HEAVY	LIGHT	TOTAL	TOTAL	HEAVY	LIGHT	TOTAL	TOTAL	YES	NO	YES	NO										
COLLEGE GRADUATES																								
VERY LIKELY	232	106	81	45	36	25	65	41	126	40	86	106	126	66	66	99								
	65.5	74.1	71.1	66.2	78.3	86.2	73.0	75.9	59.7	61.5	58.9	61.6	69.2	62.9	66.7	66.9								
SOMEWHAT LIKELY	87	26	23	18	5	3	17	9	61	20	41	45	42	31	23	33								
	24.0	18.2	20.2	26.5	10.9	10.3	19.1	16.7	28.9	30.8	28.1	26.2	23.1	29.5	23.2	22.5								
SOMEWHAT UNLIKELY	19	5	5	3	2		3	2	14	4	10	12	7	5	5	9								
	5.4	3.5	4.4	4.4	4.3		3.4	3.7	6.6	6.2	6.8	7.0	3.8	4.8	5.1	6.1								
VERY UNLIKELY	7	1				1	1		6	1	5	4	3	1	3	3								
	2.0	.7				3.4	1.1		2.8	1.5	3.4	2.3	1.6	1.0	3.0	2.0								
NO ANSWER	9	5	5	2	3		3	2	4		4	5	4	2	2	4								
	2.5	3.5	4.4	2.9	6.5		3.4	3.7	1.9		2.7	2.9	2.2	1.9	2.0	2.7								

(CONTINUED)

TABLE 9c (CONT'D 2)
Q.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

	RACE		INCOME				OCCUPATION				EDUCATION				RESIDENCE		NO. OF BOOKS READ/MONTH		
	NON- WHITE		UNDER \$5,000	\$5,000 -10,000	\$10,000 -15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM- PLETE	SCHOOL COM- PLETE	COLLEGE PLETE OR MORE	NOT REMARK	NONE OR TWO	ONE	3 OR MORE				
COLLEGE GRADUATES																			
VERY LIKELY	185	47	33	71	39	46	122	68	67	78	85	39	126	51	54				
	73.1	43.5	63.5	64.0	63.9	66.7	71.8	60.2	61.5	65.0	69.1	47.0	63.5	63.8	73.0				
SOMEWHAT LIKELY	49	38	18	23	20	16	33	32	28	34	25	32	50	23	14				
	19.4	37.6	34.6	20.7	32.2	23.2	19.4	28.3	25.7	28.3	20.3	38.6	25.1	28.8	18.9				
SOMEWHAT UNLIKELY	9	10	1	12		5	9	7	9	4	6	8	12	3	4				
	3.6	9.9	1.9	10.8		7.2	5.3	6.2	8.3	3.3	4.9	9.6	6.0	3.8	5.4				
VERY UNLIKELY	3	4		4	1	1	2	4	1	3	3	4	5	1	1				
	1.2	4.0		3.6	1.6	1.4	1.2	3.5	.9	2.5	2.4	4.8	2.5	1.3	1.4				
NO ANSWER	7	2		1	1	1	4	2	4	1	4	9	6	2	1				
	2.8	2.0		.9	1.6	1.4	2.4	1.8	3.7	.8	3.3	3.3	3.0	2.5	1.4				

TABLE 9d
0.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

	LIBRARY USED										LIBRARY NOT USED										SEX				AGE			
	CURRENT USERS					READ BOOKS					TOTAL					YES					MALE		FEMALE		UNDER 40		40 TO 49	
	TOTAL		TOTAL		PAST USERS	HEAVY		LIGHT		NO	YES		NO		NO	YES		NO		NO	YES		YES		YES		YES	
	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	100.0	100.0	100.0	100.0	182	105	99	140									
HIGH SCHOOL GRADUATES																												
VERY LIKELY	154	72	57	32	25	15	44	28	82	31	51	42	45	66														
	43.5	50.3	50.0	47.1	54.3	51.7	49.4	51.9	38.9	47.7	34.9	40.0	45.5	45.6														
SOMEWHAT LIKELY	150	53	42	29	12	11	35	18	97	26	71	49	39	62														
	42.4	37.1	36.8	42.6	28.3	37.9	39.3	33.3	46.0	40.0	48.6	45.1	39.4	41.9														
SOMEWHAT UNLIKELY	29	9	7	4	3	2	4	5	20	5	15	8	9	12														
	8.2	6.3	6.1	5.9	6.5	6.0	4.5	9.3	9.5	7.7	10.3	7.6	9.1	3.1														
VERY UNLIKELY	13	5	4	1	3	1	4	1	8	3	5	4	4	5														
	3.7	3.5	3.5	1.5	6.5	3.4	4.5	1.9	3.8	4.6	3.4	3.8	4.1	3.4														
NO ANSWER	8	4	4	2	2	2	2	2	4	2	4	2	2	2														
	2.3	2.8	3.5	2.9	4.3	4.3	2.2	3.7	1.9	2.2	2.7	1.1	2.0	2.0														
PERSONS NOT COM- PLETING HIGH SCHOOL																												
VERY LIKELY	25	9	8	6	2	1	6	3	16	3	13	7	10	0														
	7.1	6.3	7.0	8.8	4.3	3.4	6.7	5.6	7.6	4.6	8.9	6.7	10.1	3.6														
SOMEWHAT LIKELY	104	38	31	13	13	7	23	15	65	19	47	25	27	51														
	29.4	26.6	27.2	26.5	28.3	24.1	25.8	27.8	31.3	29.2	32.2	23.8	27.3	31.5														
SOMEWHAT UNLIKELY	118	55	42	22	20	13	34	21	63	19	44	38	35	45														
	33.3	38.5	36.8	32.4	43.5	44.0	38.2	38.9	29.9	29.2	30.1	31.4	35.4	40.6														
VERY UNLIKELY	97	35	28	19	9	7	22	13	62	24	38	30	24	41														
	27.4	24.5	24.6	27.9	19.6	24.1	24.7	24.1	29.4	36.9	26.0	34.3	20.9	27.7														
NO ANSWER	10	6	5	3	2	1	4	2	4	4	4	6	3	3														
	2.8	4.2	4.4	4.4	4.3	3.4	4.5	3.7	1.9	4.5	2.7	2.2	3.0	2.0														

(CONTINUED)

TABLE 9d (CONT'D 2)
0-8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

PUBLIC LIBRARY ATTITUDE STUDY

	RACE		INCOME					OCCUPATION			EDUCATION				RESIDENCE		NO. OF BOOKS READ/MONTH		
			UNDER \$5,000	\$5,000- 10,000	\$10,000- 15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM- PLETE	CON- PLETE OR MORE	COLLEGE	NOT NEARBY	NEWARK	NONE	ONE OR TWO	3 OR MORE			
TOTAL RESPONDENTS	253	101	52	111	61	100.0	100.0	100.0	170	113	105	120	123	83	271	199	80	74	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
HIGH SCHOOL GRADUATES																			
VERY LIKELY	125	29	15	43	29	30	83	41	38	62	52	52	52	18	136	78	43	32	
	49.4	23.7	36.5	38.7	47.5	43.5	46.8	36.3	34.9	51.7	42.3	42.3	42.3	21.7	50.2	39.2	53.8	43.2	
SOMEWHAT LIKELY	102	48	27	50	22	30	66	52	54	45	51	51	51	50	100	89	28	33	
	40.3	47.5	21.9	45.0	36.1	43.5	36.8	46.0	49.5	37.5	41.5	41.5	41.5	60.2	36.9	44.7	35.0	44.6	
SOMEWHAT UNLIKELY	12	17	5	11	7	3	12	11	10	7	12	12	12	12	17	20	5	4	
	4.7	16.8	9.6	9.9	11.5	4.3	7.1	9.7	9.2	5.8	9.8	9.8	9.8	14.5	6.3	10.1	6.3	5.4	
VERY UNLIKELY	8	5	1	6	1	5	5	6	3	3	5	5	5	3	10	6	3	4	
	3.2	5.0	1.9	5.4	1.6	7.2	2.9	5.3	2.8	4.2	4.1	4.1	4.1	3.6	3.7	3.0	3.8	5.4	
NO ANSWER	6	2		1	2	1	4	3	4	1	3	3	3	8	3.0	6	1	1	
	2.4	2.0		.9	3.3	1.4	2.4	2.7	3.7	.8	2.4	2.4	2.4	3.0	3.0	3.0	1.3	1.4	
PERSONS NOT COM- PLETING HIGH SCHOOL																			
VERY LIKELY	19	5	2	9	3	6	11	12	8	11	6	6	6	4	21	16	6	3	
	7.5	5.9	3.8	8.1	4.9	8.7	6.5	10.9	7.3	9.2	4.9	4.9	4.9	4.8	7.7	8.0	7.5	4.1	
SOMEWHAT LIKELY	74	30	31	35	14	12	39	34	47	36	23	23	23	32	72	62	24	18	
	29.2	29.7	59.6	31.5	23.0	17.4	22.9	30.1	43.1	28.3	18.7	18.7	18.7	38.6	26.6	31.2	30.0	24.3	
SOMEWHAT UNLIKELY	79	33	13	36	21	26	63	31	28	37	52	52	52	34	84	64	23	28	
	31.2	38.6	25.0	32.4	36.4	37.7	37.1	30.1	25.7	30.8	42.3	42.3	42.3	41.0	31.0	32.2	31.3	37.8	
VERY UNLIKELY	72	25	6	30	22	22	52	31	23	36	37	37	37	11	86	51	24	22	
	28.5	24.8	11.5	27.0	36.1	31.9	30.6	27.4	21.1	30.0	30.1	30.1	30.1	13.3	31.7	25.6	30.0	29.7	
NO ANSWER	9	1		1	1	3	5	2	3	2	2	2	2	2	8	3	1	3	
	3.6	1.0		.9	1.6	4.3	2.9	1.0	2.8	1.7	4.1	4.1	4.1	2.4	3.0	3.0	1.3	4.1	

TABLE 9a
0-8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE				
	CURRENT USERS					PAST					READ BOOKS		TOTAL		YES		NO		UNDER 40	40 TO 49	50 OR OVER
	TOTAL		HEAVY		LIGHT	TOTAL		HEAVY			YES		NO		MALE	FEMALE					
	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0			
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	105	99	140							
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							
PEOPLE WITH HIGH INCOMES																					
VERY LIKELY	114	55	48	26	22	7	36	19	59	14	45	47	29	38							
32.2	38.5	42.1	30.2	47.8	24.1	40.4	35.2	28.0	21.5	30.8	27.9	36.3	29.3	25.7							
SOMEWHAT LIKELY	125	43	31	23	8	12	24	19	82	25	57	67	35	55							
35.3	30.1	27.2	33.8	17.4	41.4	27.0	35.2	38.9	38.5	39.0	33.7	36.8	31.4	35.4							
SOMEWHAT UNLIKELY	57	25	20	11	9	5	18	7	32	11	21	35	22	15							
16.1	17.5	17.5	16.2	19.6	17.2	20.2	13.0	15.2	16.5	14.4	20.3	12.1	14.3	19.2							
VERY UNLIKELY	43	12	10	5	5	2	7	5	31	14	17	25	18	7							
12.1	8.4	8.8	7.4	10.9	6.9	7.9	9.3	14.7	21.5	11.6	14.5	9.9	6.7	11.1							
NO ANSWER	15	8	5	3	2	3	4	4	7	1	6	9	3	5							
4.2	5.6	4.4	4.4	4.3	10.3	4.5	7.4	3.3	3.3	1.5	4.1	3.5	2.9	5.1							
PEOPLE WITH LOW INCOMES																					
VERY LIKELY	57	34	30	19	11	4	24	10	33	10	23	38	20	37							
18.9	23.8	26.3	27.9	23.9	13.8	27.0	18.5	15.6	15.4	15.4	15.8	16.9	19.0	20.2							
SOMEWHAT LIKELY	149	61	46	27	19	15	34	27	88	24	64	79	45	59							
42.1	42.7	40.4	39.7	41.3	51.7	38.2	50.0	41.7	36.9	43.8	40.7	43.4	42.9	45.5							
SOMEWHAT UNLIKELY	82	27	22	13	9	5	19	8	55	19	36	44	24	38							
23.2	18.9	19.3	19.1	19.6	17.2	21.3	14.8	26.1	29.2	24.7	25.6	20.9	22.9	19.2							
VERY UNLIKELY	41	13	10	6	4	3	8	5	28	11	17	23	13	9							
11.6	9.1	8.8	8.8	8.7	10.3	9.0	9.3	13.3	16.9	11.6	13.4	9.9	12.4	9.1							
NO ANSWER	15	8	6	3	3	2	4	4	7	1	6	9	3	6							
4.2	5.6	5.3	4.4	6.5	6.9	4.5	7.4	3.3	3.3	1.5	4.1	3.5	2.9	5.1							

(CONTINUED)

MARKET DYNAMICS, INC. (861-R)

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TABLE 9a (CONT'D 2)
9.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

PUBLIC LIBRARY ATTITUDE STUDY

	RACE		INCOME					OCCUPATION			EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON- WHITE	UNDER \$5,000	\$5,000- 10,000	10,000- 15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM- PLETE	COM- PLETE	COLLEGE OR MORE	NEWARK	MJT NEWARK	NONE	ONE OR TWO	3 OR MORE		
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0		
PEOPLE WITH HIGH INCOMES																		
VERY LIKELY	83 32.8	31 30.7	13 25.0	35 31.5	30 49.2	18 26.1	61 35.9	36 31.9	30 27.5	39 32.5	43 35.0	17 20.5	97 35.8	63 31.7	26 32.5	24 32.4		
SOMEWHAT LIKELY	84 33.2	41 40.6	23 44.2	41 36.9	13 21.3	25 36.2	60 35.3	36 31.9	46 42.2	42 35.0	37 30.1	38 45.8	87 32.1	76 38.2	28 35.0	21 28.6		
SOMEWHAT UNLIKELY	41 16.2	16 15.8	8 15.4	18 16.2	8 13.1	16 23.2	24 14.1	21 18.6	16 14.7	21 17.5	20 16.3	17 20.5	40 14.8	28 14.1	12 15.0	17 23.0		
VERY UNLIKELY	31 12.3	12 11.9	7 13.5	16 14.4	4 13.1	5 7.2	16 9.4	17 15.0	12 11.0	16 13.3	15 12.2	9 10.8	34 12.5	22 11.1	12 15.0	9 12.2		
NO ANSWER	14 5.5	1 1.0	1 1.9	1 .9	2 3.3	5 7.2	9 5.3	3 2.7	5 4.6	2 1.7	8 6.5	2 2.4	13 4.8	10 5.0	2 2.5	3 4.1		
PEOPLE WITH LOW INCOMES																		
VERY LIKELY	52 20.5	15 14.9	8 15.4	20 18.0	14 23.0	15 21.7	35 20.6	24 21.2	18 16.5	20 16.7	29 23.6	9 10.8	58 21.4	33 16.6	17 21.3	17 23.0		
SOMEWHAT LIKELY	110 43.5	39 38.6	22 42.3	55 49.5	19 31.1	28 40.3	68 40.0	50 44.2	52 47.7	55 45.8	40 32.5	42 50.6	107 39.5	90 45.2	33 41.3	25 33.8		
SOMEWHAT UNLIKELY	49 19.4	33 32.7	15 28.8	22 19.8	20 32.8	11 15.9	37 21.8	26 23.0	25 22.9	27 22.5	30 24.4	25 30.1	57 21.0	44 22.1	20 25.0	18 24.3		
VERY UNLIKELY	28 11.1	13 12.9	6 11.5	14 12.6	6 9.8	10 14.5	21 12.4	10 8.8	9 8.3	16 13.3	16 13.0	5 6.5	36 13.3	22 11.1	8 10.0	11 14.9		
NO ANSWER	14 5.5	1 1.0	1 1.9	1 .9	2 3.3	5 7.2	9 5.3	3 2.7	5 4.6	2 1.7	8 6.5	2 2.4	13 4.8	10 5.0	2 2.5	3 4.1		

0.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

PUBLIC LIBRARY ATTITUDE STUDY

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE				
	CURRENT USERS					PAST					READ BOOKS		TOTAL		YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
	TOTAL	TOTAL	HEAVY	LIGHT	USERS	YES	NO	YES	NO	TOTAL	YES	NO									
PROFESSIONALS, SUCH AS ENGINEERS, MANAGERS, DOCTORS, AND THE LIKE	17.2	7.9	6.4	3.6	2.8	1.5	5.3	2.6	9.4	2.8	6.6	9.1	8.2	5.3	4.7	7.2					
VERY LIKELY	43.9	55.2	56.1	52.9	60.9	51.7	59.6	48.1	44.5	43.1	45.2	52.9	45.1	50.5	47.5	48.6					
SOMEWHAT LIKELY	12.3	4.0	3.3	2.2	1.1	.7	2.4	1.6	8.3	2.9	5.4	5.6	6.7	3.4	3.9	4.9					
	34.7	28.0	28.9	32.4	23.9	24.1	27.0	29.6	39.3	44.6	37.0	32.6	36.8	32.4	39.4	33.1					
SOMEWHAT UNLIKELY	2.5	1.0	.7	.4	.3	.3	.5	.5	1.5	.5	1.0	1.1	1.4	.9	.3	1.3					
	7.1	7.0	6.1	5.9	6.5	10.3	5.6	9.3	7.1	7.7	6.8	6.4	7.7	8.6	3.0	8.9					
VERY UNLIKELY	2.0	.9	.7	.5	.2	.2	.5	.4	1.1	.3	.8	.9	1.1	.5	.7	.8					
	5.6	6.3	6.1	7.4	4.3	6.9	5.6	7.4	5.2	4.6	5.5	5.2	6.0	4.8	7.1	5.4					
NO ANSWER	1.3	.5	.3	1.1	.2	.2	.2	.3	.8		.8	.5	.8	.4	.3	.6					
	3.7	3.5	2.6	1.5	4.3	6.9	2.2	5.6	3.8		5.5	2.9	4.4	3.8	3.0	4.1					

PROFESSIONALS, SUCH
AS ENGINEERS,
MANAGERS, DOCTORS,
AND THE LIKE

TABLE 9c (CONT'D 2)

O.B. LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

PUBLIC LIBRARY ATTITUDE STUDY

	RACE		INCOME				OCCUPATION				EDUCATION				RESIDENCE		NO. OF BOOKS READ/MONTH		
	NON- WHITE	WHITE	UNDER \$5,000	\$5,000- 10,000	\$10,000- 15,000	OVER \$15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	WHITE COLLAR	HIGH SCHOOL PLETE	INCOM- PLETE	COM- PLETE	COLLEGE OR MORE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE OR TWO	ONE OR MORE
VERY LIKELY	124 49.0	49 48.5	25 48.1	59 53.2	32 52.5	30 43.5	30 43.5	90 52.9	52 46.0	52 46.0	51 46.8	50 46.8	60 48.8	60 48.8	37 44.5	136 50.2	92 46.2	43 53.8	38 51.4
SOMEWHAT LIKELY	80 31.6	43 42.6	21 40.4	41 36.9	20 32.8	23 33.3	23 33.3	45 26.5	47 41.6	47 41.6	41 37.6	43 35.8	39 31.7	39 31.7	38 45.8	85 31.4	70 35.2	28 35.0	25 33.8
SOMEWHAT UNLIKELY	22 8.7	3 3.0	4 7.7	2 1.8	6 9.8	7 10.1	7 10.1	15 8.8	4 3.5	4 3.5	8 7.3	5 4.2	12 9.8	12 9.8	5 6.0	20 7.4	15 7.5	6 7.5	4 5.4
VERY UNLIKELY	18 7.1	2 2.0	1 1.9	7 6.3	2 3.3	6 8.7	6 8.7	14 8.2	6 5.3	6 5.3	4 3.7	8 6.7	8 6.5	8 6.5	1 1.2	19 7.0	11 5.5	2 2.5	6 8.1
NO ANSWER	9 3.6	4 4.0	1 1.5	2 1.8	1 1.6	3 4.3	3 4.3	6 3.5	4 3.5	4 3.5	5 7	4 3.3	4 3.3	4 3.3	2 2.4	11 4.2	11 5.5	1 1.3	1 1.4

PROFESSIONALS, SUCH
AS, ENGINEERS,
MANAGERS, DOCTORS,
AND THE LIKE

TABLE 48
O-8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

	LIBRARY USED										LIBRARY NOT USED										SEX		AGE									
	CURRENT USERS					PAST USERS					READ BOOKS					TOTAL										READ BOOKS						
	TOTAL		TOTAL		HEAVY		LIGHT		YES		NO		YES		NO		TOTAL		YES		NO		MALE		FEMALE		UNDER 40		40 TO 49		50 OR OVER	
TOTAL RESPONDENTS	354	143	114	63	46	29	89	54	211	65	146	172	182	105	99	148	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
BUSINESS MEN																																
VERY LIKELY	117	64	52	27	25	12	43	21	53	15	38	64	53	37	35	44	33.1	44.8	45.6	39.7	54.3	41.4	48.3	38.9	25.1	23.1	26.0	37.2	29.1	35.2	35.4	29.7
SOMEWHAT LIKELY	151	47	36	23	13	11	26	21	104	28	76	70	81	43	39	68	42.7	32.9	31.6	33.8	28.3	37.9	29.2	38.9	49.3	43.1	52.1	40.7	44.5	41.0	39.4	45.9
SOMEWHAT UNLIKELY	55	18	14	10	4	4	12	6	37	15	22	27	28	18	12	25	15.5	12.6	12.3	14.7	8.7	13.8	13.5	11.1	17.5	23.1	15.1	15.7	15.4	17.1	12.1	12.9
VERY UNLIKELY	18	9	9	7	2	2	7	2	9	4	5	8	10	4	8	6	5.1	6.3	7.9	10.3	4.3	7.9	7.9	3.7	4.3	6.2	3.4	4.7	5.3	3.8	8.1	4.1
NO ANSWER	13	5	3	1	2	2	1	4	6	3	5	3	10	3	5	5	3.7	3.5	2.6	1.5	4.3	6.9	1.1	7.4	3.8	4.6	3.4	1.7	5.5	2.9	5.1	3.4
FACTORY WORKERS																																
VERY LIKELY	31	15	13	7	6	2	11	4	16	3	13	16	15	12	6	11	8.4	10.5	11.4	10.3	13.0	6.9	12.4	7.4	7.6	4.6	8.9	9.3	8.2	11.4	6.1	8.1
SOMEWHAT LIKELY	126	55	45	27	18	10	41	14	73	26	47	55	73	41	37	50	36.2	38.5	39.5	39.7	39.1	34.5	46.1	25.9	34.6	40.0	32.2	32.0	40.1	39.0	37.4	33.8
SOMEWHAT UNLIKELY	122	43	34	22	12	9	21	22	79	23	56	61	61	31	32	99	34.5	30.1	29.8	32.4	26.1	31.7	23.6	40.7	37.4	35.4	38.4	35.5	33.5	29.5	32.3	39.9
VERY UNLIKELY	57	20	16	9	7	4	10	10	37	12	25	32	25	16	19	31	16.1	14.0	14.0	13.2	15.2	13.8	11.2	16.3	17.5	18.5	17.1	18.6	13.7	15.2	19.2	14.2
NO ANSWER	16	10	6	3	3	4	6	4	6	1	5	8	8	5	5	6	4.5	7.0	5.3	4.4	6.5	13.8	6.7	7.4	2.8	1.5	3.4	4.7	4.4	4.8	5.1	4.1

(CONT INUED)

TABLE 9a (CONT'D 2)

9-B LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

PUBLIC LIBRARY ATTITUDE STUDY

	RACE		INCOME				OCCUPATION			EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
			UNDER \$5,000		\$5,000-10,000		OVER \$10,000		BLUE COLLAR	HIGH SCHOOL		COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE OR TWO		3 OR MORE
	WHITE	NON- WHITE	100.0	101	100.0	111	61	170	113	109	120	123	100.0	83	199	80	74
TOTAL RESPONDENTS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BUSINESS MEN																	
VERY LIKELY	80	37	14	35	24	33.3	23	59	34	30	37	48	17	100	59	36	22
	31.6	36.6	26.9	31.5	39.3	33.3	33.3	34.7	30.1	27.5	30.8	30.0	20.5	36.9	29.6	45.0	29.7
SOMEWHAT LIKELY	99	52	29	53	26	34.8	24	63	58	56	56	39	51	100	96	25	29
	39.1	51.5	55.8	47.7	42.6	34.8	34.8	37.1	51.3	51.4	45.7	31.7	61.4	36.9	48.2	31.3	39.2
SOMEWHAT UNLIKELY	46	9	8	15	10	15	15	27	15	16	17	22	13	42	28	16	11
	18.2	8.9	15.4	13.5	13.1	21.7	15.9	15.9	13.3	14.7	14.2	17.9	15.7	15.5	14.1	20.0	14.9
VERY UNLIKELY	16	2		7	2	5	5	15	2	1	7	10	1	17	7	2	9
	6.3	2.0		6.3	3.3	7.2	3.3	3.3	1.8	.9	5.8	8.1	1.2	6.3	3.5	2.5	12.2
NO ANSWER	12	1	1	1	1	2	2	6	4	6	3	4	1	12	9	1	3
	4.7	1.0	1.9	.9	1.6	2.9	3.5	3.5	3.5	5.5	2.5	3.3	1.2	4.4	4.5	1.3	4.1
FACTORY WORKERS																	
VERY LIKELY	20	11	5	11	5	5	5	16	12	14	10	7	6	27	17	9	5
	7.9	10.9	9.6	9.9	8.2	7.2	8.2	8.2	10.6	12.8	8.3	5.7	4.8	10.0	8.5	11.3	6.8
SOMEWHAT LIKELY	95	33	23	36	23	25	25	66	38	40	38	49	27	101	61	34	33
	37.5	32.7	44.2	32.4	37.7	36.2	36.2	38.8	33.6	36.7	31.7	39.8	32.5	37.3	30.7	42.5	44.6
SOMEWHAT UNLIKELY	84	38	21	43	18	22	22	51	42	40	45	36	38	84	78	26	18
	33.2	37.6	40.4	38.7	29.5	31.9	30.0	30.0	37.2	36.7	37.5	29.3	45.8	31.0	39.2	32.5	24.3
VERY UNLIKELY	40	17	3	19	12	12	12	30	18	12	23	22	11	46	34	8	14
	15.8	16.8	5.8	17.1	19.7	17.4	17.4	17.6	15.9	11.0	19.2	17.9	13.3	17.0	17.1	10.0	18.9
NO ANSWER	14	2		2	3	5	5	9	3	3	4	9	3	13	9	3	4
	5.5	2.0		1.8	4.9	7.2	5.3	5.3	2.7	2.8	3.3	7.3	3.6	4.8	4.5	3.3	5.4

TABLE 9.

9.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

PUBLIC LIBRARY ATTITUDE STUDY

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE	
	CURRENT USERS					PAST USERS					READ BOOKS		TOTAL		MALE	FEMALE	UNDER 40	50 OR OVER
	TOTAL		HEAVY		LIGHT	TOTAL		YES		NO	YES		NO					
	100.0	143	114	68		100.0	46	29	89		54	211		65	146	100.0	172	182
TOTAL RESPONDENTS	100.0	143	114	68	100.0	46	29	89	54	211	65	146	100.0	100.0	100.0	100.0	100.0	100.0
HOUSEWIVES																		
VERY LIKELY	114	70	54	33	21	16	45	25	44	13	31	52	62	33	34	45	30.4	
	32.2	49.0	47.4	48.5	45.7	55.2	50.6	46.3	20.9	20.0	21.2	30.2	34.1	31.4	34.3	30.4		
SOMEWHAT LIKELY	155	56	46	28	18	10	34	22	99	32	67	69	86	45	39	71		
	43.8	39.2	40.4	41.2	39.1	34.5	38.2	40.7	46.9	49.2	45.9	40.1	47.3	42.9	39.4	40.0		
SOMEWHAT UNLIKELY	58	11	9	6	3	2	8	3	47	13	34	34	24	18	20	20		
	16.4	7.7	7.9	8.8	6.5	6.9	9.0	5.6	22.3	20.0	23.3	19.8	13.2	17.1	20.2	13.5		
VERY UNLIKELY	18	3	2	2	2	1	1	2	15	6	9	14	4	5	4	9		
	5.1	2.1	1.8		4.3	3.4	1.1	3.7	7.1	9.2	6.2	8.1	2.2	4.8	4.0	6.1		
NO ANSWER	9	3	3	1	2	2	1	2	6	1	5	3	6	4	2	3		
	2.5	2.1	2.6	1.5	4.3		1.1	3.7	2.8	1.5	3.4	1.7	3.3	3.0	2.0	2.0		
CAREER WOMEN																		
VERY LIKELY	139	69	56	32	24	13	44	25	70	22	48	72	37	45	57			
	39.3	48.3	49.1	47.1	52.2	44.8	49.4	46.3	33.2	33.8	32.9	41.9	36.8	35.2	45.5	38.5		
SOMEWHAT LIKELY	137	49	41	26	15	8	28	21	88	25	63	62	75	44	33	58		
	38.7	34.3	36.0	38.2	32.6	27.6	31.5	38.9	41.7	38.5	43.2	36.0	41.2	41.9	32.3	39.2		
SOMEWHAT UNLIKELY	50	16	10	6	4	6	12	4	34	11	23	25	25	17	14	19		
	14.1	11.2	8.8	8.8	8.7	20.7	13.5	7.4	16.1	16.9	15.8	14.5	13.7	16.2	14.1	12.8		
VERY UNLIKELY	16	4	4	3	1	2	2	2	12	7	5	7	9	3	4	9		
	4.5	2.6	3.5	4.4	2.2		2.2	3.7	5.7	10.8	3.4	4.1	4.9	2.9	4.0	6.1		
NO ANSWER	12	5	3	1	2	2	3	2	7	7	4.8	6	6	4	3	5		
	3.4	3.5	2.6	1.5	4.3	6.9	3.4	3.7	3.3			3.5	3.3	3.8	3.0	3.4		

(CONTINUED)

TABLE 9a (CONT'D 2)
9.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

	RACE		INCOME				OCCUPATION				EDUCATION				RESIDENCE		NO. OF BOOKS READ/MONTH	
	WHITE	NON-WHITE	UNDER \$5,000	\$5,000-10,000	10,000-15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL	INCOM- COM- PLETE	COLLEGE OR MORE	REMARK	NEARBY	NONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253	101	52	111	61	69	170	113	109	120	123	83	271	100.0	100.0	100.0	100.0	100.0
HOUSEWIVES																		
VERY LIKELY	87	27	15	22	22	37	75	19	27	33	54	9	105	55	27.6	42.5	34	24
SOMEWHAT LIKELY	118	37	22	52	29	24	64	60	47	58	49	43	112	89	44.7	42.5	34	32
SOMEWHAT UNLIKELY	29	29	13	20	7	3	20	25	21	26	11	27	31	37	18.6	10.0	8	13
VERY UNLIKELY	11	7	2	0	2	4	6	7	10	1	6	3	15	11	4	3	4	3
NO ANSWER	8	1	1	1	1	1	5	2	4	2	3	1	8	7	3.5	2.7	2	2
CAREER WOMEN																		
VERY LIKELY	102	37	19	41	31	29	80	32	35	49	53	17	122	72	36.2	50.0	40	26
SOMEWHAT LIKELY	100	37	26	39	21	25	61	49	49	43	45	36	101	84	42.2	31.3	25	28
SOMEWHAT UNLIKELY	32	18	5	23	6	10	19	22	16	21	13	22	28	27	12	11	12	11
VERY UNLIKELY	8	8	1	7	2	3	5	7	4	5	7	6	10	7	2	7	2	7
NO ANSWER	11	1	1	1	1	2	5	3	5	2	5	2	10	9	1	2	1	2

TABLE 91
0-8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE			
	CURRENT USERS					PAST USERS					READ BOOKS		READ BOOKS		MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER	
	TOTAL		TOTAL		HEAVY	LIGHT	TOTAL		YES	NO	YES	NO	YES	NO						
	TOTAL	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	PAST USERS	YES	NO	TOTAL	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
GRADE SCHOOL STUDENTS																				
TOTAL RESPONDENTS		354	143	114	68	46	29	89	34	211	65	146	172	182	105	99	148	100.0	100.0	100.0
VERY LIKELY		280	119	91	56	35	28	72	47	161	50	111	135	145	85	72	121	79.1	83.2	81.0
SOMEWHAT LIKELY		56	16	16	8	8	12	4	40	12	28	28	28	28	17	19	20	15.8	11.2	13.5
SOMEWHAT UNLIKELY		8	3	2	1	1	1	3		5	2	3	5	3	1	4	3	2.3	2.1	1.0
VERY UNLIKELY		6	3	3	2	1	1	2	1	3	1	2	3	3		3	3	1.7	2.1	2.0
NO ANSWER		4	2	2	1	1	1	2	2	2	2	1	1	3	2	1	1	1.1	1.4	.7
HIGH SCHOOL STUDENTS																				
VERY LIKELY		300	125	98	61	37	27	77	48	175	59	116	140	160	87	83	128	84.7	87.4	85.5
SOMEWHAT LIKELY		47	13	12	5	7	1	9	4	34	6	28	29	18	16	12	19	13.3	9.1	12.8
SOMEWHAT UNLIKELY		3	3	2	1	1	1	3		2			2	1	1	3	3	.8	2.1	3.0
VERY UNLIKELY																				
NO ANSWER		4	2	2	1	1	1	2	2	2	2	1	1	3	2	1	1	1.1	1.4	.7

(CONTINUED)

PUBLIC LIBRARY ATTITUDE STUDY

TABLE 91 (CONT'D 2)
0-8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

	RACE		INCOME			OCCUPATION			EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	NON- WHITE	WHITE	UNDER \$5,000	\$5,000- 10,000	\$10,000- 15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL PLETE	INCOM- COM- PLETE	COLLEGE OR MORE	NEWARK	NOT REMARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	89 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	53 100.0	271 100.0	199 100.0	80 100.0	74 100.0
GRADE SCHOOL STUDENTS																
VERY LIKELY	208 82.2	72 71.3	37 71.2	86 77.5	50 82.0	58 84.1	136 80.0	92 81.4	79 72.5	98 81.7	101 82.1	59 71.1	221 81.5	157 78.9	69 86.3	53 71.6
SOMEWHAT LIKELY	29 11.5	27 26.7	12 23.1	20 18.0	10 16.4	8 11.5	23 13.5	19 16.8	27 24.8	14 11.7	15 12.2	21 25.3	35 12.9	32 16.1	9 11.3	15 20.3
SOMEWHAT UNLIKELY	7 2.8	1 1.0	2 3.8	2 1.8	1 1.6	1 1.4	5 2.9	2 1.8	1 0.9	5 4.2	2 1.6	2 2.4	6 2.2	3 1.5	1 1.3	4 5.4
VERY UNLIKELY	5 2.0	1 1.0	1 1.9	3 2.7		1 1.4	4 2.4		1 0.9	2 1.7	3 2.4		6 2.2	3 1.5	1 1.3	2 2.7
NO ANSWER	4 1.6					1 1.4	2 1.2		1 0.9	1 0.8	2 1.6	1 1.2	3 1.1	4 2.0		
HIGH SCHOOL STUDENTS																
VERY LIKELY	226 84.3	74 73.3	40 76.9	91 82.0	53 86.9	62 89.9	151 86.8	92 81.4	84 77.1	108 90.0	106 86.2	60 72.3	260 88.6	163 81.9	75 93.8	61 72.4
SOMEWHAT LIKELY	21 8.3	26 25.7	11 21.2	20 18.0	7 11.5	6 8.7	14 8.2	21 18.6	24 22.0	9 7.5	14 11.4	21 25.3	26 9.6	32 16.1	5 6.3	10 13.5
SOMEWHAT UNLIKELY	2 0.8	1 1.0	1 1.9		1 1.6		3 1.8		1 0.9	2 1.7	1 0.8	1 1.2	2 0.7		3 4.1	
VERY UNLIKELY																
NO ANSWER	4 1.6					1 1.4	2 1.2		1 0.9	1 0.8	2 1.6	1 1.2	3 1.1	4 2.0		

PUBLIC LIBRARY ATTITUDE STUDY

TABLE 94
0-8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE		
	CURRENT USERS					PAST					READ BOOKS		TOTAL						
	TOTAL		TOTAL		HEAVY	LIGHT	USERS		YES	NO	YES	NO	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
COLLEGE STUDENTS																			
VERY LIKELY	283	119	95	58	39	24	74	45	164	50	114	135	86	75	120				
	79.9	43.2	83.3	82.4	84.8	82.8	83.1	83.3	77.7	76.9	78.1	78.5	81.3	81.9	81.1				
SOMEWHAT LIKELY	50	13	12	6	6	1	9	4	37	10	27	24	26	17	19				
	14.1	9.1	10.5	8.8	13.0	3.4	10.1	7.4	17.5	15.4	18.5	14.0	14.3	17.2	12.8				
SOMEWHAT UNLIKELY	14	7	4	4		3	4	3	7	4	3	11	3	5	6				
	4.0	4.9	3.5	5.9		10.3	4.5	5.6	3.3	6.2	2.1	6.4	1.6	5.1	4.1				
VERY UNLIKELY	3	2	1	1		1	2		1	1		1	2	1	2				
	.8	1.4	.9	1.5		3.4	2.2		.5	1.5		.6	1.1	1.0	1.4				
NO ANSWER	4	2	2	1	1			2	2		2	1	3	2	1				
	1.1	1.4	1.8	1.5	2.2			3.7	.9		1.4	.6	1.6	1.9	1.0				.7

COLLEGE STUDENTS

(CONTINUED)

0-8 LINE/1000 OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

PUBLIC LIBRARY ATTITUDE STUDY

	RACE		INCOME				OCCUPATION			EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON- WHITE	UNDER \$5,000	\$5,000- 10,000	\$10,000- 15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM- PLETE	COM- PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE	
VERY LIKELY	209 82.6	74 73.3	38 73.1	89 80.2	52 85.2	53 76.8	138 81.2	91 80.5	79 72.5	102 85.0	100 81.3	57 68.7	226 83.4	158 4	72 90.0	52 70.3	
SOMEWHAT LIKELY	24 9.5	26 25.7	13 25.0	19 17.1	7 11.5	7 10.1	17 10.0	21 18.6	25 22.9	14 11.7	11 8.9	22 26.5	28 10.3	31 15.6	8 10.0	11 14.9	
SOMEWHAT UNLIKELY	13 5.1	1 1.0	1 1.9	3 2.7	2 3.3	7 10.1	10 5.9	1 .9	4 3.7	2 1.7	8 6.5	3 3.6	11 4.1	6 3.0		8 10.8	
VERY UNLIKELY	3 1.2					1 1.4	3 1.8			1 .8	2 1.6		3 1.1		3 4.1		
NO ANSWER	4 1.6					1 1.4	2 1.2		1 .9	1 .8	2 1.6	1 1.2	3 1.1	4 2.0			

COLLEGE STUDENTS

PUBLIC LIBRARY ATTITUDE STUDY

TABLE 10
0.98 LENGTH OF TIME TO GET TO CLOSEST LIBRARY

	LIBRARY USED										LIBRARY NOT USED										SEX			AGE				
	CURRENT USERS					PAST					READ BOOKS					TOTAL					MALE		FEMALE		UNDER 40	40 TO 49	50 OR OVER	
	TOTAL	TOTAL	HEAVY	LIGHT	USERS	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	211	65	146	172	182	105	148	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
LESS THAN 5 MINUTES	48	24	20	11	9	4	15	9	24	24	8	16	27	21	16	14	13.6	16.8	17.5	16.2	19.6	13.8	16.9	16.7	11.4	12.3	11.0	15.2
5 MINUTES	28	64	47	29	18	17	43	21	64	64	21	43	74	54	41	34	36.2	44.8	41.2	42.6	39.1	58.6	48.3	38.9	30.3	32.3	25.5	35.0
6 - 9 MINUTES	23	11	9	6	3	2	8	3	12	12	4	8	9	14	8	6	6.5	7.7	7.9	8.8	6.5	6.9	9.0	5.6	5.7	6.2	5.5	7.6
10 MINUTES	74	24	22	14	8	2	13	11	50	50	13	37	29	45	19	24	20.9	16.8	19.3	20.6	17.4	6.9	14.6	20.4	23.7	20.0	25.3	18.1
11 - 15 MINUTES	36	15	13	8	5	2	9	6	21	21	5	16	18	18	9	8	10.2	10.5	11.4	11.8	10.9	6.9	10.1	11.1	10.0	7.7	11.0	8.6
16 MINUTES AND OVER	30	3	2	2	2	1	1	3	27	27	12	15	11	19	8	14	8.5	2.1	1.8		4.3	3.4		5.6	12.8	18.5	10.3	7.6
NO ANSWER	15	2	1	1	1	1	1	1	13	13	2	11	4	11	4	3	4.2	1.4	.9		2.2	3.4	1.1	1.9	6.2	3.1	7.5	3.8

(CONTINUED)

MARKET DYNAMICS, INC. (1961-8)

distrub inc

TABLE 10 (CONT'D 2)

Q-9B LENGTH OF TIME TO GET TO CLOSEST LIBRARY

PUBLIC LIBRARY ATTITUDE STUDY

	RACE				INCOME				OCCUPATION				EDUCATION				RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE				WHITE				WHITE				HIGH SCHOOL INCOM- COM- PLETE PLETE OR MORE				NEWARK		NONE OR TWO		
	253 130.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	107 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0	NOT NEWARK		ONE		
	38 15.0	10 9.9	4 7.7	14 12.6	12 19.7	12 17.4	27 15.9	16 14.2	11 10.1	13 10.8	24 19.5	7 8.4	41 15.1	25 12.6	13 16.3	10 13.5			3 OR MORE		
TOTAL RESPONDENTS	253 130.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	107 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0					
LESS THAN 5 MINUTES	38 15.0	10 9.9	4 7.7	14 12.6	12 19.7	12 17.4	27 15.9	16 14.2	11 10.1	13 10.8	24 19.5	7 8.4	41 15.1	25 12.6	13 16.3	10 13.5					
5 MINUTES	105 41.5	23 22.8	15 28.8	36 32.4	22 36.1	37 53.6	80 47.1	28 24.8	28 25.7	45 37.5	54 43.9	18 21.7	110 40.6	63 31.0	33 41.3	31 41.9					
6 - 9 MINUTES	14 5.5	9 8.9	1 1.9	5 4.5	4 6.6	8 11.6	16 9.4	5 4.4	3 2.8	8 6.7	12 9.8	3 3.6	20 7.4	11 5.5	6 7.5	6 8.1					
10 MINUTES	55 21.7	19 18.8	12 23.1	24 21.6	10 16.4	12 17.4	24 14.1	29 25.7	31 28.4	22 18.3	20 16.3	14 16.9	60 22.1	48 24.1	12 15.0	14 18.9					
11 - 15 MINUTES	25 9.9	11 10.9	6 11.5	14 12.6	3 4.9	11 6.5	11 6.5	17 15.0	13 11.9	15 12.5	8 6.5	11 13.3	25 9.2	22 11.1	7 8.8	7 9.5					
16 MINUTES AND OVER	7 2.8	23 22.8	6 11.5	17 15.3	6 9.8	7 4.1	7 4.1	16 14.2	12 11.0	13 10.8	5 4.1	21 25.3	9 3.3	18 9.0	8 10.0	4 5.5					
NO ANSWER	9 3.6	6 5.9	8 15.4	1 .9	4 6.6	5 2.9	5 2.9	2 1.8	11 10.1	4 3.3		9 10.8	6 2.2	12 6.0	1 1.3	2 2.7					

PUBLIC LIBRARY ATTITUDE STUDY

TABLE 11
O-9C LIBRARY BRANCH USED MOST OFTEN

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE			
	CURRENT USERS					READ BOOKS					TOTAL		YES		NO		MALE		FEMALE	
	TOTAL		HEAVY		LIGHT	PAST		YES		NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49		50 OR OVER	
	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0								100.0	100.0		100.0
TOTAL RESPONDENTS	354 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0	211 100.0	65 100.0	146 100.0	172 100.0	182 100.0	105 100.0	105 100.0	172 100.0	182 100.0	99 100.0	148 100.0	
USE LIBRARY NEAR HOME	159 44.9	111 77.6	87 76.3	49 72.1	38 82.6	24 82.8	69 77.5	42 77.8	48 22.7	15 23.1	33 22.6	60 34.9	99 54.4	57 54.3	57 54.3	60 34.9	99 54.4	50 50.5	52 35.1	
USE LIBRARY NEAR WORK	8 2.3	6 4.2	5 4.4	3 4.4	2 4.3	1 3.4	4 4.5	2 3.7	2 .9	1 1.5	1 .7	6 3.5	2 1.1	1 1.0	1 1.0	6 3.5	2 1.1	5 5.1	2 1.4	
USE LIBRARY NEITHER NEAR HOME NOR WORK	15 4.2	11 7.7	9 7.9	8 11.8	1 2.2	2 6.3	6 6.7	5 9.3	4 1.9	1 1.5	3 2.1	8 4.7	7 3.8	2 1.9	2 1.9	8 4.7	7 3.8	7 7.1	5 3.4	
USE LIBRARY IN HOME TOWN, BUT DIFFERENT BRANCH	15 4.2	11 7.7	9 7.9	5 7.4	4 8.7	2 6.9	7 7.9	4 7.4	4 1.9	3 4.6	1 .7	9 5.2	6 3.3	5 4.8	5 4.8	9 5.2	6 3.3	4 4.0	6 4.1	
DO NOT USE LIBRARY	151 42.7								151 71.6	44 67.7	107 73.3	85 49.4	66 36.3	39 37.1	39 37.1	85 49.4	66 36.3	29 29.3	82 55.4	
NO ANSWER	6 1.7	4 2.8	4 3.5	3 4.4	1 2.2	3 6.9	3 3.4	1 1.9	2 .9	1 1.5	1 .7	4 2.3	2 1.1	1 1.0	1 1.0	4 2.3	2 1.1	4 4.0	1 .7	

(CONTINUED)

MARKET DYNAMICS, INC. (861-R)

TABLE 11 (CONT'D 2)
0.9C LIBRARY BRANCH USED MOST OFTEN

PUBLIC LIBRARY ATTITUDE STUDY

	RACE		INCOME				OCCUPATION			EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
			\$5,000 -10,000		\$10,000 -15,000		OVER \$15,000		WHITE COLLAR	HIGH SCHOOL INCOM- COM- PLETE		COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE OR TWO	ONE	3 OR MORE
	WHITE	NON-WHITE															
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0		
USE LIBRARY NEAR HOME	123 48.6	36 35.6	14 25.9	44 39.6	32 52.5	39 56.5	68 51.8	43 38.1	33 30.3	57 47.5	68 55.3	22 26.5	137 50.6	74 37.2	45 56.3	39 52.7	
USE LIBRARY NEAR WORK	8 3.2			3 2.7	2 3.3	2 2.9	7 4.1	1 .9	2 1.8	1 .8	5 4.1		8 3.0	3 1.5		5 6.8	
USE LIBRARY NEITHER NEAR HOME NOR WORK	10 4.0	5 5.0		4 3.6	3 4.9	3 4.3	10 5.9	4 3.5	1 .9	8 6.7	8 6.9	1 1.2	14 5.2	8 4.0	3 3.8	4 5.4	
USE LIBRARY IN HOME TOWN, BUT DIFFERENT BRANCH	11 4.3	4 4.0	2 3.8	5 4.5	2 3.3	4 5.8	11 6.5	2 1.8	2 1.8	4 3.3	9 7.3	7 8.4	8 3.0	0 0.0	5 6.3	5 6.8	
DO NOT USE LIBRARY	98 38.7	53 52.5	35 67.3	53 47.7	21 34.4	20 29.0	51 30.0	62 54.9	69 63.3	49 40.8	32 26.0	50 60.2	101 37.3	107 53.8	25 31.3	19 25.7	
NO ANSWER	3 1.2	3 3.0	1 1.9	2 1.8	1 1.6	1 1.4	3 1.8	1 .9	2 1.8	1 .8	3 2.4	3 3.6	3 1.1	2 1.0	2 2.5	2 2.7	

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TABLE 12

0-2 NUMBER OF BOOKS READ IN PAST MONTH OR SO

PUBLIC LIBRARY ATTITUDE STUDY

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE		
	CURRENT USERS					PAST USERS	READ BOOKS		TOTAL	READ BOOKS		TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
	TOTAL	TOTAL	HEAVY	LIGHT	YES		NO	YES		NO									
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	100.0	100.0	100.0	100.0	100.0	100.0	99	143
NONE	199	53	35	16	19	18		33	146		146			100.0			47	51	99
	56.2	37.1	30.7	23.5	41.3	62.1		98.1	69.2		100.0						44.8	51.5	66.9
ONE	38	20	17	10	7	3	20		18	18							12	10	16
	10.7	14.0	14.9	14.7	15.2	10.3	22.5		8.5	27.7							11.4	10.1	10.8
TWO	42	18	17	11	6	1	18		24	24							19	13	10
	11.9	12.6	14.9	16.2	13.0	3.6	20.2		11.4	36.9							18.1	13.1	6.8
THREE	24	17	16	13	3	1	17		7	7							5	12	7
	6.8	11.9	14.0	19.1	6.5	3.4	19.1		3.3	10.8							4.8	12.1	4.7
FOUR	13	9	9	6	3		9		4	4							6	3	4
	3.7	6.3	7.9	8.8	6.5		10.1		1.9	6.2							5.7	3.0	2.7
FIVE	10	7	5	3	2	2	7		3	3							3	3	4
	2.8	4.9	4.4	4.4	4.3	6.9	7.9		1.4	4.6							2.9	3.0	2.7
SIX	9	6	5	3	2	1	6		3	3							6	2	3
	2.5	4.2	4.4	4.4	4.3	3.4	6.7		1.4	4.6							3.0	2.0	2.0
SEVEN	3	1				1	1		2	2							1	2	
	.8	.7				3.4	1.1		.9	3.1							1.0	2.0	
EIGHT																			
NINE	1	1	1		1		1												1
	.3	.7	.9		2.2		1.1												.7
MISCELLANEOUS	14	10	9	6	3	1	10		4	4							7	3	4
	4.0	7.0	7.9	8.8	6.5	3.4	11.2		1.9	6.2							6.7	3.0	2.7
DK/NA	1	1				1											1		
	.3	.7				3.4											.5		1.0

(CONTINUED)

	RACE		INCOME				OCCUPATION			EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH	
			UNDER \$5,000		\$5,000 -10,000	\$10,000 -15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM- PLETE	SCHOOL COM- PLETE	COLLEGE OR MORE				
	WHITE	NON-WHITE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
TOTAL RESPONDENTS	253	101	52	111	61	69	170	113	109	120	123	83	271	199	80	76
NONE	135	64	40	62	36	25	75	73	87	67	44	57	142	199	100.0	100.0
ONE	53.4	63.4	76.9	55.9	59.0	37.7	44.1	64.6	79.8	55.8	35.8	68.7	52.4	100.0	100.0	100.0
TWO	30	8	3	12	9	10	21	12	6	8	23	7	31	38	47.5	38
	11.9	7.9	5.8	10.8	14.8	14.5	12.4	10.6	5.5	6.7	16.7	8.4	11.4	47.5	47.5	47.5
THREE	30	12	4	17	6	10	22	12	4	23	15	9	33	42	52.5	42
	11.9	11.9	7.7	15.3	9.8	14.5	12.9	10.6	3.7	19.2	12.2	10.8	12.2	52.5	52.5	52.5
FOUR	16	8	2	8	1	5	17	5	4	8	12	5	19	24	32.6	24
	6.3	7.9	3.8	7.2	1.6	7.2	10.0	4.4	3.7	6.7	9.8	6.0	7.0	32.6	32.6	32.6
FIVE	10	3		3	1	3	9	3	1	6	6	2	11	13	17.6	13
	4.0	3.0		2.7	1.6	4.3	5.3	2.7	.9	5.0	4.9	2.4	4.1	17.6	17.6	17.6
SIX	8	2	1	2	4	2	5	4	4	1	5	1	9	10	13.5	10
	3.2	2.0	1.9	1.8	6.6	2.9	2.9	3.5	3.7	.8	4.1	1.2	3.3	13.5	13.5	13.5
SEVEN	7	2	1	2	1	3	7	1	1	2	6	1	8	9	12.2	9
	2.8	2.0	1.9	1.8	1.6	7.2	4.1	.9	.9	1.7	4.9	1.2	3.0	12.2	12.2	12.2
EIGHT	3			1		2	2	1	1	2	2		3	3	4.1	3
	1.2			.9		2.9	1.2	.9	.9		1.6		1.1	4.1	4.1	4.1
NINE	1			1				1		1			1	1	1.4	1
	.4			.9				.9		.8			.4	1.4	1.4	1.4
MISCELLANEOUS	12	2	1	3	3	3	11	1	1	3	10	1	13	14	18.9	14
	4.7	2.0	1.9	2.7	6	3.2	6	.9	.9	2.5	8.1	1.2	4.8	18.9	18.9	18.9
DK/NA	1					1	1			1			1	1		
	.4					1.4	.6			.8			.6			

MARKET DYNAMICS, INC. (861-R)

defetab doc

TABLE 13

Q.1A TAKEN BUS IN PAST WEEK OR SO
Q.1B SEEN ADS INSIDE/OUTSIDE BUSES

PUBLIC LIBRARY ATTITUDE STUDY

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE					
	CURRENT USERS					PAST					READ BOOKS		TOTAL	YES	NO	MALE		FEMALE		UNDER 40	40 TO 49	50 OR OVER
	TOTAL	TOTAL	HEAVY	LIGHT	TOTAL	TOTAL	YES	NO	YES	NO	TOTAL	YES				NO	TOTAL	YES	NO			
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	172	182	105	99	148						
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0						
OLD NOT TAKE BUS	280	119	96	57	39	23	79	60	161	48	113	142	137	86	77	106						
	79.1	83.2	84.2	83.8	84.8	79.3	88.8	74.1	76.3	73.8	77.4	83.1	75.3	81.9	77.8	78.4						
TOWN BUS	74	24	18	11	7	6	10	14	50	17	33	29	45	19	22	32						
	20.9	16.8	15.8	16.2	15.2	20.7	11.2	25.9	23.7	26.2	22.6	16.9	24.7	18.1	22.2	21.6						
OLD NOT SEE ADS	50	16	11	7	4	5	9	7	34	12	22	22	28	13	14	23						
	14.1	11.2	9.6	10.3	8.7	17.2	10.1	13.0	16.1	18.5	15.1	12.8	15.4	12.4	14.1	15.5						
SAW ADS	24	8	7	4	3	1	1	7	16	5	11	7	17	6	8	9						
	6.8	5.6	6.1	5.9	6.5	3.4	1.1	13.0	7.6	7.7	7.5	4.1	9.3	5.7	8.1	6.1						

(CONTINUED)

PUBLIC LIBRARY ATTITUDE STUDY

TABLE 13 (CONT'D 2)
Q.1A TAKEN BUS IN PAST WEEK OR SO
Q.1B SEEN ADS INSIDE/OUTSIDE BUSES

	RACE		INCOME				OCCUPATION			EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH	
			UNDER \$5,000		\$5,000 -10,000		OVER \$15,000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM- COM- PLETE	PLETE	COLLEGE PLETE OR MORE				
	WHITE	NON- WHITE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	NONE OR TWO	ONE OR MORE	
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	30 100.0	74 100.0
DID NOT TAKE BUS	213 84.2	67 66.3	35 67.3	83 74.8	49 80.3	62 89.9	140 82.4	87 77.0	79 72.5	93 77.5	106 86.2	56 67.5	224 62.7	152 76.4	66 82.5	61 82.4
TOOK BUS	40 15.8	34 33.7	17 32.7	28 25.2	12 19.7	7 10.1	30 17.6	26 23.0	30 27.5	27 22.5	17 13.8	27 32.5	47 17.3	47 23.6	14 17.5	13 17.6
DID NOT SEE ADS	30 11.9	20 19.8	12 23.1	17 15.3	9 14.8	5 7.2	22 12.9	14 12.4	20 18.3	18 15.0	12 9.8	18 21.7	32 11.8	29 14.6	11 13.9	10 13.5
SAW ADS	10 4.0	14 13.9	5 9.6	11 9.9	3 4.9	2 2.9	8 4.7	12 10.6	10 9.2	9 7.5	5 4.1	9 10.8	15 5.5	18 9.0	3 3.8	3 4.1

TABLE 14
O-10 DAILY NEWSPAPER(S) READ REGULARLY

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE				
	CURRENT USERS					PAST USERS					READ BOOKS		TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER	
	TOTAL	TOTAL	HEAVY	LIGHT	TOTAL	HEAVY	LIGHT	TOTAL	YES	NO	TOTAL	YES									NO
TOTAL RESPONDENTS	354 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0	211 100.0	65 100.0	146 100.0	172 100.0	182 100.0	105 100.0	99 100.0	148 100.0					
NEWARK NEWS	229 64.7	99 69.2	76 66.7	46 67.6	30 65.2	23 79.3	64 71.9	35 64.3	130 61.6	45 69.2	85 58.2	113 65.7	116 63.7	64 61.0	62 62.5	102 68.9					
NEWARK STAR LEDGER	142 40.1	47 32.9	41 36.0	22 32.4	19 41.3	6 20.7	27 30.3	20 37.0	95 45.0	22 33.8	73 50.0	73 42.4	69 37.9	40 38.1	30 38.4	63 42.6					
NEW YORK NEWS	28 7.9	8 5.6	5 4.4	3 4.4	2 4.3	3 10.3	5 5.6	3 5.6	20 9.5	7 10.8	13 8.9	13 7.6	15 8.2	8 7.6	11 11.1	8 5.6					
NEW YORK TIMES	59 16.7	40 28.0	34 29.8	19 27.9	15 32.6	6 20.7	27 30.3	13 24.1	19 9.0	10 15.4	9 6.2	32 18.6	27 14.0	18 17.1	19 19.2	21 14.2					
WALL STREET JOUR NAL	18 5.1	11 7.7	8 7.0	4 5.9	4 8.7	3 10.3	7 7.9	4 7.4	7 3.3	3 4.6	4 2.7	14 8.1	6 2.2	5 4.8	6 6.1	7 4.7					
NEW YORK POST	3 .8	2 1.4	2 1.8	2 2.9			1 1.1	1 1.9	1 .5	1 1.5		3 1.7		2 1.9	1 .7						
NEW YORK (NFI)	2 .6	2 1.4	1 .9		1 2.2	1 3.4	1 1.1	1 1.9				1 .6	1 .5	1 1.0	1 1.0						
NONE	26 7.3	9 6.3	8 7.0	7 10.3	1 2.2	1 3.4	7 7.9	2 3.7	17 8.1	3 4.6	14 9.6	11 6.4	15 8.2	9 8.6	4 4.0	13 8.8					
OTHERS	13 3.7	6 4.2	4 3.5	2 2.9	2 4.3	2 6.9	3 3.4	3 5.6	7 3.3	2 3.1	5 3.4	1 .6	12 6.6	6 5.7	3 3.0	4 2.7					
DK/NA	3 .8								3 1.4	1 1.5	2 1.4	1 .6	2 1.1	2 1.0	1 1.0	2 1.4					

(CONTINUED)

TABLE 14 (CONT'D 2)
Q.10 DAILY NEWSPAPER(S) READ REGULARLY

PUBLIC LIBRARY ATTITUDE STUDY

	RACE		INCOME				OCCUPATION				EDUCATION				RESIDENCE		NO. OF BOOKS READ/MONTH		
			UNDER \$5,000		\$5,000 -10000		WHITE COLLAR		BLUE COLLAR		HIGH SCHOOL		COM- PLETE OR MORE						
	NON- WHITE	WHITE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253	101	52	111	61	69	170	113	109	120	123	83	271	199	80	74	100.0	100.0	100.0
NEWARK NEWS	176	53	29	59	38	58	118	71	60	82	96	47	182	120	56	53	60.3	70.0	71.6
NEWARK STAR LEDGER	93	49	20	61	26	13	55	63	52	54	36	41	101	93	29	20	46.7	36.3	27.0
NEW YORK NEWS	17	11	1	16	5	2	9	16	12	12	4	9	19	16	6	6	8.0	7.5	8.1
NEW YORK TIMES	49	10	1	11	10	28	50	5	2	16	41	4	52	22	16	21	11.1	20.0	28.4
WALL STREET JOURNAL	16	2	1	1	1	13	14	1	2	1	15	2	16	8	3	7	4.0	3.8	9.5
NEW YORK POST	2	1	1	1	1	2	2	1	1	1	3	1	2	1	1	1	.5	1.3	1.4
NEW YORK (NFI)	2	1	1	1	1	2	2	1	1	1	2	2	2	1	1	1	.5	1.3	1.4
NONE	17	9	9	6	3	2	11	2	15	4	6	10	16	16	4	6	5.0	5.0	0.1
OTHERS	12	1	2	2	4	3	7	2	6	2	5	1	12	7	3	2	3.5	3.8	2.7
DK/NA	3	2	2	1	1	1	1	1	2	1	1	1	3	2	1	1	1.1	1.0	1.3

TABLE 15
SUNDAY NEWSPAPER(S) READ REGULARLY

PUBLIC LIBRARY ATTITUDE STUDY

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE															
	CURRENT USERS					PAST					READ BOOKS		TOTAL		READ BOOKS		TOTAL		MALE		FEMALE		UNDER 40		40 TO 49		50 OR OVER					
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL			
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	172	182	105	99	140	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
NEWARK NEWS	222	97	74	46	28	23	62	35	125	40	85	107	115	67	55	98	62.7	67.8	64.9	67.6	60.9	79.3	69.7	64.8	59.2	61.5	58.2	63.2	63.8	55.6	66.2	
NEWARK STAR LEDGER	123	42	35	17	18	7	25	17	81	17	64	54	69	39	35	49	34.7	29.4	30.7	25.0	39.1	24.1	28.1	31.5	30.4	26.2	43.8	37.9	37.1	35.4	33.1	
NEW YORK NEWS	47	15	13	5	8	2	10	5	32	7	25	20	27	12	17	17	13.3	10.5	11.4	7.4	17.4	6.9	11.2	9.3	15.2	10.8	17.1	14.8	17.2	11.5	11.5	
NEW YORK TIMES	83	30	54	35	19	6	44	16	23	18	5	48	35	24	30	29	23.4	42.0	47.4	51.5	21.3	20.7	49.4	29.6	10.9	27.7	3.4	19.2	30.3	19.6	19.6	
WALL STREET JOURNAL	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	.3	.7	.9	.3	2.2	3.4	2.2	1.9	.5	1.5	.8	1.0	1.0	1.0	1.0	
NEW YORK POST	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	.6	.7	.9	2.9	2.2	3.4	4.5	7.1	.5	.7	1.1	1.0	1.0	1.0	1.0	
NEW YORK (NFI)	19	4	3	2	1	1	4	4	15	4	11	7	12	4	4	4	5.4	2.8	2.6	2.9	2.2	3.4	4.5	7.1	.5	.7	1.1	1.0	1.0	1.0	1.0	
NONE	6	2	1	1	1	1	1	1	4	1	3	1	3	1	2	2	1.7	1.4	.9	1.5	2.2	3.4	1.1	1.9	1.9	1.5	2.1	2.7	2.0	2.7	2.7	
OTHERS	5	1	1	1	1	1	1	1	5	1	4	4	4	1	1	1	1.4	1.4	.9	1.5	2.2	3.4	1.1	1.9	1.9	1.5	2.1	2.7	2.0	2.7	2.7	
DK/NA	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4

(CONTINUED)

MARKET DYNAMICS, INC. (1961-R)

TABLE 15 (CONT'D 2)
Q.1E SUNDAY NEWSPAPER(S) READ REGULARLY

PUBLIC LIBRARY ATTITUDE STUDY

	RACE		INCOME				OCCUPATION				EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	NON- WHITE	WHITE	UNDER \$5,000	\$5,000- 10,000	\$10,000- 15,000	\$15,000- 20,000	OVER \$20,000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOMPLETE	COM- PLETE	COLLEGE OR MORE	NEWMARK	NEWMARK	NOT NEWMARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	120 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0	
NEWMARK NEWS	173 68.4	49 48.5	26 50.0	67 60.4	38 62.3	46 66.7	109 64.1	73 64.6	83 69.2	61 56.0	83 69.2	76 61.8	47 56.6	175 64.6	119 59.8	53 66.3	49 66.2	
NEWMARK STAR LEDGER	81 32.0	42 41.6	20 38.5	53 47.7	24 39.3	10 14.5	40 23.5	57 50.4	51 42.5	47 43.1	51 42.5	25 20.3	35 42.2	88 32.5	80 40.2	24 30.0	18 24.3	
NEW YORK NEWS	31 12.3	16 15.8	2 3.8	23 20.7	10 16.4	4 5.8	17 10.0	26 23.0	15 12.5	21 19.3	15 12.5	11 8.9	13 15.7	34 12.5	30 15.1	6 7.5	11 14.9	
NEW YORK TIMES	68 26.9	15 14.9	1 1.9	11 9.9	15 24.6	39 56.5	70 41.2	7 6.2	16 13.3	4 3.7	16 13.3	63 51.2	5 6.0	78 28.8	21 10.6	24 30.0	38 51.4	
WALL STREET JOURNAL	1 .4					1 1.6	1 .6					1 .8		1 .4			1 1.4	
NEW YORK POST																		
NEW YORK (NFI)	2 .8		1 1.9		1 1.6		2 1.2		1 .9					2 .7	2 1.0			
NONE	10 4.0	9 8.9	9 17.3	4 3.6	3 4.9	1 1.4	7 4.1	3 2.7	1 .8	12 11.0	1 .8	6 4.9	6 7.2	13 4.8	11 5.5	3 3.8	5 6.8	
OTHERS	6 2.4		1 1.9	2 1.8		2 2.9	3 1.8	2 1.8	1 .8	3 2.8	1 .8	2 1.6	1 1.2	3 1.8	4 2.0	1 1.3	1 1.4	
OK/NA	2 .8	3 3.0	3 5.8			1 1.4	1 .6	2 1.8	3 4.6				3 3.6	2 .7	4 2.0		1 1.4	

TABLE 16
O.I.F READ WEEKLY NEWSPAPERS REGULARLY

	LIBRARY USED										LIBRARY NOT USED				SEX			AGE		
	CURRENT USERS					PAST USERS					READ BOOKS		YES		TOTAL		MALE		FEMALE	
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL	
	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	172	182	105	99	148	100.0	100.0	100.0	100.0
YES	152	78	62	34	28	16	48	30	74	28	45	79	73	43	46	61	41.0	40.1	41.0	41.2
NO	198	63	50	32	18	13	39	24	135	37	98	90	108	61	52	85	58.1	59.3	58.1	57.4
DK/NA	4	2	2	2	2	2	2	2	2	2	2	3	1	1	1	2	1.0	1.7	1.0	1.6
	1.1	1.4	1.8	2.9	39.1	44.8	43.8	44.4	64.0	56.9	67.1	52.3	59.3	58.1	52.5	57.4	58.1	59.3	58.1	57.4

(CONTINUED)

MARKET DYNAMICS, INC. (861-R)

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TABLE 16 (CONT'D 2)
O. IF READ WEEKLY NEWS PAPERS REGULARLY

PUBLIC LIBRARY ATTITUDE STUDY

	RACE		INCOME				OCCUPATION				EDUCATION				RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON- WHITE	UNDER \$5,000	\$5,000 - 10,000	\$10,000 - 15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM- PLETE	COM- PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	GR	THO	ONE	3 OR MORE	
TOTAL RESPONDENTS	253 100.0	101 101.0	52 100.0	111 100.0	51 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0			
YES	123 48.6	29 28.7	13 25.0	38 34.2	33 54.1	37 53.6	89 52.4	43 38.1	31 28.4	55 45.8	65 52.8	7 8.4	145 53.5	76 38.2	42 52.5	34 45.9			
NO	127 50.2	71 70.3	38 73.1	73 65.8	28 45.9	31 44.9	78 45.9	69 61.1	77 70.6	64 53.3	56 45.5	75 90.4	123 45.4	121 60.8	38 47.5	38 51.4			
DK/NA	3 1.2	1 1.0	1 1.9			1 1.4	3 1.8	1 .9	1 .9	1 .8	2 1.6	1 1.2	3 1.1	2 1.0		2 2.7			

PUBLIC LIBRARY ATTITUDE STUDY

TABLE 17
O-10A NUMBER OF CHILDREN LIVING AT HOME

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE		
	CURRENT USERS					READ BOOKS					REND BOOKS								
	TOTAL		TOTAL		PAST USERS	YES		NO		TOTAL	YES		NO		MALE				
	143	100.0	114	100.0		68	100.0	100.0	100.0	211	65	100.0	100.0	100.0	172	100.0	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354	100.0	143	100.0	29	89	54	25	100.0	211	65	100.0	100.0	100.0	172	100.0	105	99	148
NONE	152	42.9	42	29.4	10	17	25	34.3	46.3	110	36	52.1	76	41.2	77	20	26	103	69.6
ONE	52	14.7	22	15.4	7	13	9	14.6	16.7	30	9	13.8	21	14.4	23	14	18	19	12.8
TWO	64	18.1	37	25.9	14	23	14	25.8	25.9	27	9	13.8	18	12.3	33	24	24	24	16
THREE	51	14.6	28	19.6	7	16	3	25	5.6	23	7	10.8	16	11.0	23	31	28	16	4
FOUR	21	5.9	10	7.0	4	7	3	28.1	5.6	11	4	6.2	7	4.8	11	9	9	6	6
FIVE	8	2.3	2	1.4	1	1	2	3.4	2.2	6	1	1.5	5	3.4	2	4	4	4	4.0
SIX																			
SEVEN	2	.6								2			2	1.4	2	1	1	1	1.0
EIGHT	1	.3	1	.7	1	1	1	1.1		.9			1		1				
NINE	1	.3								1			1	.7	1				1.0
TEN OR MORE																			
NO ANSWER	2	.6	1	.7	1	1	2.2	1.1		1	1	1.5	2	1.2	2	2	1.9		

(CONTINUED)
MARKET DYNAMICS, INC. (861-R)

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PUBLIC LIBRARY ATTITUDE STUDY

TABLE 17 (CONT'D 2)
Q.10A NUMBER OF CHILDREN LIVING AT HOME

	RACE		INCOME				OCCUPATION			EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH			
			UNDER \$5,000		\$5,000 - \$10,000		OVER \$10,000		WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM- PLETE	COM- PLETE						COLLEGE OR MORE
	WHITE	NON-WHITE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL RESPONDENTS	253	101	52	111	61	69	170	113	109	120	123	83	271	199	30	74	3	OR MORE
NONE	105	47	43	44	18	23	50	45	64	45	43	48	104	101	25	26	35.1	35.1
ONE	34	18	11	20	11	11	26	17	11	15	25	7	45	30	12	10	13.5	13.5
TWO	47	17	1	26	14	14	36	26	18	22	24	14	50	32	17	15	20.3	20.3
THREE	41	10	3	14	9	13	28	15	8	24	19	9	42	18	17	15	20.3	20.3
FOUR	14	7	3	4	5	6	14	4	5	8	8	5	16	10	5	6	8.1	8.1
FIVE	6	2	2	2	2	2	5	2	2	5	1	1	8	5	2	1	1.4	1.4
SIX	2.4	2.0	3.8	1.8	3.3	2.9	2.9	1.8	1.8	4.2	.8		3.0	2.5	2.5			
SEVEN	2		1	1	1			2	1		1		2	2				
EIGHT	1			.9	1.6			1.8	.9		.8		.7	1.0				
NINE	1						1				1		1	1				
TEN OR MORE	.4				1.6			.9	.9	.8			.4	.5				
NO ANSWER	2										1		2		2			
	.8								.9		.8		.7		2.5			

TABLE 18
0.11 EDUCATION

PUBLIC LIBRARY ATTITUDE STUDY

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE																
	CURRENT USERS					PAST					READ BOOKS					TOTAL		YES		NO		MALE		FEMALE		UNDER 40		40 TO 49		50 OR OVER			
	TOTAL		HEAVY		LIGHT	USERS		YES		NO	YES		NO	TOTAL		YES		NO	TOTAL		YES		NO	TOTAL		YES		NO	TOTAL		YES		NO
	354	143	114	68	46	29	89	54	211	65	146	211	65	146	211	65	146	211	65	146	211	65	146	211	65	146	211	65	146	211	65	146	
TOTAL RESPONDENTS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
GRAMMAR SCHOOL OR LESS	25	14	1.8	1.5	2.2	1	1	1.1	1.9	10.9	23	16	9.3	4.9	4	20	13.5	6.0	13.5	20	13.5	6.0	13.5	20	13.5	6.0	13.5	20	13.5	6.0	13.5	20	13.5
HIGH SCHOOL INCOMPLETE	84	17	11.9	9.6	5.9	4	7	7.9	18.5	31.8	14	53	30	54	27	19	45	30.4	18.2	182	172	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
COMPLETED HIGH SCHOOL	112	42	29.4	27.2	29.4	11	23	26	16	70	25	45	47	65	36	30	30	30.4	29.7	29.7	29.7	29.7	29.7	29.7	29.7	29.7	29.7	29.7	29.7	29.7	29.7	29.7	29.7
COLLEGE INCOMPLETE	45	23	16.1	15.8	14.7	8	17.4	15	14.8	10.4	12	10	20	25	15	12	18	12.2	12.1	12.1	12.1	12.1	12.1	12.1	12.1	12.1	12.1	12.1	12.1	12.1	12.1	12.1	12.1
COMPLETED COLLEGE OR MORE	78	55	38.5	43.9	45.6	19	41.3	43.8	29.6	23	13	10	56	22	29	26	23	15.5	26.3	26.3	26.3	26.3	26.3	26.3	26.3	26.3	26.3	26.3	26.3	26.3	26.3	26.3	26.3
OTHER	8	5	2.1	1.6	2.9	2	2	1.1	3.7	2.4	5	5	1	7	2	2	4	2.7	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
NO ANSWER	2	1	.7			1	3.4	1.1	1.9	.5	1	1	2	1	2	1	2	1.9	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0

(CONTINUED)

MARKET DYNAMICS, INC. (861-R)

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TABLE 18 (CONT'D 2)
C.11 EDUCATION

PUBLIC LIBRARY ATTITUDE STUDY

	RACE		INCOME					OCCUPATION			EDUCATION				RESIDENCE		NO. OF BOOKS READ/MONTH		
			NON-WHITE		WHITE		OVER \$15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-GRADUATE		COLLEGE OR MORE							
	WHITE	NON-WHITE	UNDER \$5,000	\$5,000-10,000	\$10,000-15,000	\$15,000+	WHITE COLLAR	BLUE COLLAR	WHITE COLLAR	BLUE COLLAR	PLETE	INCOM-GRADUATE	PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE OR TWO	ONE	3 OR MORE
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	120 100.0	109 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0
GRAMMAR SCHOOL OR LESS	14 5.5	11 10.9	12 23.1	6 5.4	1 1.6	1 1.4	4 2.4	11 9.7	25 22.9						9 10.8	16 5.9	24 12.1	1 1.3	
HIGH SCHOOL INCOMPLETE	54 21.3	30 29.7	26 50.0	36 32.4	6 9.8	3 4.3	15 8.8	40 35.4	84 77.1						33 39.8	51 18.8	63 31.7	9 11.3	12 16.2
COMPLETED HIGH SCHOOL	81 32.0	31 30.7	11 21.2	45 40.5	25 41.0	10 14.5	52 30.5	46 40.7		112 93.3					26 31.3	86 31.7	60 30.2	31 38.8	20 27.0
COLLEGE INCOMPLETE	32 12.6	13 12.9	2 3.8	16 14.4	8 13.1	11 15.9	22 12.9	13 11.5			45 36.6				7 8.6	40 14.8	18 9.0	18 22.5	9 12.2
COMPLETED COLLEGE OR MORE	64 25.3	14 13.9		7 6.3	20 32.8	42 60.9	72 42.4	1 .9			78 63.4				6 7.2	72 26.6	26 13.1	20 25.0	32 43.2
OTHER	6 2.4	2 2.0	1 1.9	1 .9	1 1.6	2 2.9	5 2.9	2 1.8		8 6.7					3 3.6	5 1.8	7 3.5	1 1.4	
NO ANSWER	2 .8														1 1.2	1 .4	1 .5	1 1.3	

TABLE 19
0-12 AGE

PUBLIC LIBRARY ATTITUDE STUDY

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE	
	CURRENT USERS					PAST USERS					READ BOOKS		READ BOOKS		MALE	FEMALE	40 TO 49	50 OR OVER
	TOTAL	TOTAL	HEAVY	LIGHT		TOTAL	TOTAL	HEAVY	LIGHT		YES	NO	YES	NO				
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54			211	65	146	172	182	105	99	148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNDER 20																		
IN YOUR 20'S	30	14	12	5	7	2	12	2			16	7	9	12	18	30		
	8.5	9.8	10.5	7.4	15.2	6.9	13.5	3.7			7.6	10.8	6.2	7.0	9.9	28.6		
IN YOUR 30'S	75	35	30	18	12	5	25	10			40	13	27	34	41	75		
	21.2	24.5	26.3	26.5	23.1	17.2	28.1	18.5			19.0	20.0	18.5	19.8	22.5	71.4		
IN YOUR 40'S	99	48	38	24	14	10	29	19			51	19	32	46	53		99	
	28.0	33.6	33.3	35.3	30.4	34.5	32.6	35.2			24.2	29.2	21.9	26.7	29.1		100.0	
IN YOUR 50'S	77	29	21	12	9	8	15	14			48	13	35	46	31			77
	21.8	20.3	18.4	17.6	19.6	27.5	16.9	25.9			22.7	30.0	24.0	26.7	17.0			52.0
60 YEARS OR OLDER	71	16	12	8	4	4	8	8			55	13	42	32	39			71
	20.1	11.2	10.5	11.8	8.7	13.8	9.0	14.8			26.1	20.0	28.8	18.6	21.4			43.0
NO ANSWER	2	1	1	1				1			1		1	2				
	.6	.7	.9	1.5				1.9			.5		.7	1.2				

(CONTINUED)

MARKET DYNAMICS, INC. (861-R)

d/m/y/a/b sec.

TABLE 19 (CONT'D 2)
6-12 AGE

PUBLIC LIBRARY ATTITUDE STUDY

	RACE		INCOME				OCCUPATION			EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON- WHITE	UNDER \$5,000	\$5,000-10,000	\$10,000-15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM- PLETE	COM- PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE	
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0	
UNDER 20																	
IN YOUR 20'S	19 7.5	11 10.9	2 3.8	15 13.5	4 6.6	3 4.3	16 9.4	10 8.8	5 4.6	23 10.8	11 8.9	10 12.0	20 7.4	11 5.5	7 8.8	12 16.2	
IN YOUR 30'S	55 21.7	20 19.8	5 9.6	23 20.7	15 24.6	20 29.0	42 24.7	23 20.4	16 14.7	25 20.8	33 26.8	16 19.3	59 21.8	36 18.1	24 30.0	14 18.9	
IN YOUR 40'S	71 28.1	25 27.7	9 17.3	30 27.0	25 41.0	20 29.0	58 34.1	32 28.3	22 20.2	39 32.5	38 30.9	21 25.3	78 28.8	51 25.6	23 28.8	25 33.8	
IN YOUR 50'S	56 22.1	21 20.8	4 7.7	31 27.9	11 18.0	17 24.6	34 20.0	33 29.2	28 25.7	26 21.7	23 18.7	20 24.1	57 21.0	49 24.6	16 20.0	12 16.2	
60 YEARS OR OLDER	51 20.2	20 19.9	32 61.5	12 10.8	6 9.8	9 13.0	18 10.6	15 13.3	37 33.9	16 13.3	18 14.6	16 19.3	55 20.3	50 25.1	10 12.5	11 14.9	
NO ANSWER	1 .4	1 1.0					2 1.2		1 .9	1 .8			2 .7	2 1.0			

TABLE 20
0.138 OCCUPATION OF CHIEF WAGE EARNER

	LIBRARY USED						LIBRARY NOT USED				SEX	AGE					
	CURRENT USERS			PAST USERS	READ BOOKS		READ BOOKS		TOTAL	YES		NO	MALE	FEMALE	UNDER 40	40 TO 50 OR OVER	
	TOTAL	TOTAL	TOTAL		YES	NO	TOTAL	YES									NO
TOTAL RESPONDENTS	354 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0	211 100.0	65 100.0	146 100.0	172 100.0	182 100.0	105 100.0	99 100.0	148 100.0	
PROFESSIONAL, TECHNICAL AND KINDRED WORKERS	51 14.4	31 21.7	26 22.8	17 25.0	9 19.6	5 17.2	21 23.6	10 18.5	20 9.5	12 18.5	8 5.5	27 15.7	24 13.2	20 19.0	19 19.2	12 8.1	
FARMERS																	
MANAGERS, OFFICIALS, AND PROPRIETERS	60 16.9	37 25.9	32 28.1	18 26.5	14 30.4	5 17.2	21 23.6	16 29.6	23 10.9	9 13.8	14 9.6	31 18.0	29 15.9	16 15.2	24 24.2	20 13.5	
CLERICAL AND KINDRED WORKERS	34 9.6	17 11.9	13 11.4	10 14.7	3 6.5	4 13.8	12 13.5	5 9.3	17 8.1	7 10.8	10 6.8	19 11.0	15 8.2	13 12.4	12 12.1	8 5.4	
SALES WORKERS	25 7.1	14 9.8	11 9.6	7 10.3	4 8.7	3 10.3	8 9.0	6 11.1	11 5.2	4 6.2	7 4.8	13 7.6	12 6.6	9 8.6	3 3.0	12 8.1	
CRAFTSMEN, FORMEN, AND KINDRED WORKERS	46 13.0	10 7.0	8 7.0	3 4.4	5 10.9	2 6.9	9 10.1	1 1.9	36 17.1	11 16.9	25 17.1	30 17.4	16 8.8	14 13.3	10 10.1	22 14.9	
OPERATIVES AND KINDRED WORKERS	34 9.6	8 5.6	5 4.4		5 10.9	3 10.3	3 3.4	5 9.3	26 12.3	7 10.8	19 13.0	17 9.9	17 9.3	7 6.7	11 11.1	16 10.8	
SERVICE WORKERS	27 7.6	6 4.2	6 5.3	5 7.4	1 2.2		4 4.5	2 3.7	21 10.0	4 6.2	17 11.6	13 7.6	14 7.7	8 7.6	10 10.1	9 6.1	
LABORERS, EXCEPT FARM AND WINE	6 1.7	4 2.8	3 2.6	1 1.5	2 4.3	1 3.4	2 2.2	2 3.7	2 .9		2 1.4	2 1.2	4 2.2	4 3.8	1 1.0	1 .7	
RETIRED, STUDENT, WIDOW	39 11.0	8 5.6	5 4.4	3 4.4	2 4.3	3 10.3	5 5.6	3 5.6	31 14.7	8 12.3	23 15.8	12 7.0	27 14.8		1 1.0	25 15.7	
UNEMPLOYED, ON RELIEF, LAID-OFF	12 3.4								12 5.7		12 8.2	2 1.2	10 5.5	5 4.8	3 3.0	4 2.7	
HOUSEWIFE OR OTHER DEPENDENT OF CHIEF BREAKDOWN	1 -.3								1 .5		1 .7		1 .5		1 .7		

(CONTINUED)
MARKET DYNAMICS, INC. (861-R)

d-77Feb 66

PUBLIC LIBRARY ATTITUDE STUDY

TAB 20 (CONT'D 2)
O.13B OCCUPATION OF CHIEF WAGE EARNER

	RACE		INCOME			OCCUPATION			EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH	
	WHITE	NON-WHITE	\$5,000 -10,000	\$10,000 -15,000	\$15,000 -20,000	OVER \$20,000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM- PLETE	CON- PLETE	COLLEGE OR MORE	NEHARK	NOT NEHARK	NONE OR TWO	ONE 3 OR MORE
TOTAL RESPONDENTS	253	101	52	111	51	69	170	113	109	120	123	83	271	199	80
PROFESSIONAL, TECHNICAL AND KINDRED WORKERS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	41	10	2	6	15	25	51	3	3	10	38	8	43	18	14
	16.2	9.9	3.8	5.4	24.6	36.2	30.0	2.8	2.8	8.3	30.9	9.6	15.9	9.0	17.5
FARMERS															
MANAGERS, OFFICIALS, AND PROPRIETERS	50	10	13	12	22	60			6.4	24	29	4	56	29	15
	19.8	9.9	11.7	19.7	31.9	35.3			6.4	20.0	23.6	4.8	20.7	14.6	10.8
CLERICAL AND KINDRED WORKERS	28	6	15	7	5	34			5.5	16	12	4	30	15	11
	11.1	5.9	13.5	11.5	7.2	20.0			5.5	13.3	9.8	4.8	11.1	7.5	13.8
SALES WORKERS	22	3	4	6	11	25			2.8	7	15	2	23	13	3
	8.7	3.0	3.6	9.8	15.9	14.7			2.8	5.8	12.2	2.4	8.5	6.5	3.8
CRAFTSMEN, FORMEN, AND KINDRED WORKERS	33	13	26	10					18	22	6	14	32	26	14
	13.0	12.9	23.4	16.4					16.5	18.3	4.9	16.9	11.8	13.1	17.5
OPERATIVES AND KINDRED WORKERS	14	20	23	5	2				18	13	3	15	19	24	5
	5.5	19.8	20.7	8.2	2.9				16.5	10.8	2.4	18.1	7.0	12.1	6.3
SERVICE WORKERS	17	10	12	3					27	9	5	7	20	19	5
	6.7	9.9	10.8	4.9					11.9	7.5	4.1	8.4	7.4	9.5	6.3
LABORERS, EXCEPT FARM AND MINE	4	2	5						2	4		3	3	4	2
	1.6	2.0	4.5						1.8	3.3		3.6	1.1	2.0	2.7
RETIRED, STUDENT, WIDOW	30	9	2	1	2				20	10	9	12	27	26	9
	11.9	8.9	1.8	1.6	2.9				18.3	8.3	7.3	14.5	10.0	13.1	11.3
UNEMPLOYED, ON RELIEF, LAID-OFF	2	10	12						11	1		9	3	12	4
	.8	9.9	23.1						10.1	.8		10.8	1.1	6.0	5.4
HOUSEWIFE OR OTHER DEPENDENT OF CHIEF BREADWINNER		1	1						1				1	1	
		1.0	1.9						.9				.4	.5	
NO OCCUPATION GIVEN	12	7	5	2	2				7	4	6	5	14	12	4
	4.7	6.9	4.5	3.3	2.9				6.4	3.3	4.9	6.0	5.2	6.0	5.0
MARKET DYNAMICS, INC. (1961-R)															

TABLE 21

D.14 TOTAL FAMILY INCOME

PUBLIC LIBRARY ATTITUDE STUDY

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE		
	CURRENT USERS					PAST USERS					HEAD BOOKS		READ BOOKS		MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
	TOTAL	TOTAL	HEAVY	LIGHT	TOTAL	TOTAL	YES	NO	TOTAL	TOTAL	YES	NO							
TOTAL RESPONDENTS	354	143	114	58	46	29	89	54	211	65	146	172	182	105	99	14			
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
UNDER \$10,000	171	46	36	20	16	10	29	17	125	36	87	74	97	47	40	84			
	48.4	32.2	31.6	29.4	34.8	34.5	32.5	31.5	59.3	55.5	60.9	43.1	53.3	44.7	40.4	55.8			
UNDER \$5,000	52	5	1	1	1	7	2	3	47	10	37	12	40	7	9	36			
	14.7	3.5	.9	2.2	2.2	13.8	2.2	5.6	22.3	15.4	25.3	7.0	22.0	6.7	9.1	24.3			
\$5,000 TO \$7,500	53	15	13	6	7	2	7	8	38	12	26	27	26	20	11	22			
	15.0	10.5	11.4	6.8	15.2	6.9	7.9	14.8	18.0	18.5	17.8	15.7	14.3	19.0	11.1	14.9			
OVER \$7,500	58	22	20	13	7	2	10	4	36	12	24	33	25	18	19	21			
	16.4	15.4	17.5	19.1	15.2	6.9	20.2	7.4	17.1	18.5	16.4	19.2	13.7	17.1	19.2	16.2			
NO ANSWER	8	4	2	1	1	2	2	2	4	2	2	2	6	2	1	5			
	2.3	2.8	1.8	1.5	2.2	6.9	2.2	3.7	1.9	3.1	1.4	1.2	3.3	1.9	1.0	3.4			
OVER \$10,000	183	97	78	48	30	19	60	37	86	29	57	98	85	58	59	64			
	51.7	67.9	68.4	70.5	65.1	65.4	67.4	68.6	40.7	44.6	39.1	57.0	46.6	55.3	59.6	43.3			
UNDER \$15,000	61	29	23	13	10	6	16	13	32	9	23	38	23	19	25	17			
	17.2	20.3	20.2	19.1	21.7	20.7	18.0	24.1	15.2	13.8	15.8	22.1	12.6	18.1	25.3	11.5			
OVER \$15,000	69	40	32	23	10	7	28	12	29	14	15	39	30	23	20	26			
	19.5	28.0	28.9	31.6	21.7	24.1	31.5	22.2	13.7	21.5	10.3	22.7	16.5	21.9	20.2	17.6			
NO ANSWER	8	5	4	2	2	1	2	3	3	2	1	1	7	3	3	2			
	2.3	3.5	3.5	2.9	4.3	3.4	2.2	5.6	1.4	3.1	.7	.6	3.0	2.9	3.0	1.4			
NO ANSWER	45	23	16	10	8	5	14	9	22	4	18	20	25	13	11	19			
	12.7	16.1	15.8	14.7	17.4	17.2	15.7	16.7	10.4	6.2	12.3	11.5	13.7	12.4	11.1	12.8			

(CONTINUED)

MARKET DYNAMICS, INC. (861-R)

STATISTICS INC.

TABLE 21 (CONT'D 2)
Q.14 TOTAL FAMILY INCOME

PUBLIC LIBRARY ATTITUDE STUDY

	RACE		INCOME				OCCUPATION				EDUCATION				RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER \$5,000	\$5,000 -10,000	\$10,000 -15,000	OVER \$15,000	WHITE COLLAR	BLUE COLLAR	INCOM. COM- PLETE	HIGH SCHOOL	COLLEGE OR MORE	PLETE	COM- PLETE	COLLEGE OR MORE	NEWMARK	NOT NEWMARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253	101	52	111	61	69	170	113	109	120	123	83	271	199	80	74	100.0	100.0	100.0
UNDER \$10,000	95	76	52	111			43	78	84	62	25	66	103	106	36	29	53.3	45.1	39.3
UNDER \$5,000	29	23	52				3	7	38	12	2	24	28	40	7	5	20.1	8.8	6.8
\$5,000 TO \$7,500	24	29		53			17	34	26	19	8	23	30	34	12	7	17.1	15.0	9.5
OVER \$7,500	38	20		58			21	32	16	27	15	14	44	28	17	13	14.1	21.3	17.6
NO ANSWER	1.6	4.0		4.7			2	5	4	4		5	3	4		4	2.0		5.4
OVER \$10,000	158	25			61	69	127	35	25	58	98	17	166	93	44	45	46.2	55.1	60.8
UNDER \$15,000	48	13			61		10	18	7	26	28	7	54	36	15	10	18.1	18.8	13.5
OVER \$15,000	63	6				69	23.5	15.9	6.4	21.7	22.8	8.4	19.9	18.1	15	22	13.1	25.0	29.7
NO ANSWER	3.2					100.0	37.1	1.8	3.7	10.0	43.1	4.8	24.0	13.1	25.0	29.7			
NO ANSWER	39	6					7	1	5	3	3	1	7	4	2	2	2.0	2.5	2.7
NO ANSWER	15.4	5.9					17	14	14	15	14	5	40	27	7	11	13.6	8.8	14.9

	LIBRARY USED										LIBRARY NOT USED				SEX		AGE				
	CURRENT USERS					PAST USERS					READ BOOKS		YES		NO		MALE	FEMALE	UNDER 40	40 TO 49	50 AND OVER
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL								
	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER							
TOTAL RESPONDENTS	354	143	114	58	46	29	89	54	211	65	146	100.0	100.0	100.0	100.0	100.0	172	182	105	99	100
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0					
MALE	172	64	52	31	21	12	44	20	108	39	69	100.0	100.0	100.0	100.0	100.0	172	172	46	46	52
	48.6	44.8	45.6	45.6	45.7	41.4	49.6	37.0	51.2	60.0	47.3	100.0	100.0	100.0	100.0	100.0			43.8	46.5	52
FEMALE	182	79	62	37	25	17	45	34	103	26	77	100.0	100.0	100.0	100.0	100.0	182	182	59	53	47
	51.4	55.2	54.4	54.4	54.3	58.5	50.6	63.0	48.3	40.0	52.7	100.0	100.0	100.0	100.0	100.0			56.2	55.5	47

(CONTINUED)

MARKET DYNAMICS, INC. (861-R)

datacube inc.



TABLE 22 (CONT'D 2)
0-15 SEX

	RACE	INCOME				OCCUPATION				EDUCATION				RESIDENCE		NO. OF BOOKS READ/MONTH				
		UNDER \$5,000		\$5,000 -10,000		OVER \$15,000		WHITE COLLAR		BLUE COLLAR		HIGH SCHOOL		COLLEGE OR MORE		NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
		NON-WHITE	WHITE	NON-WHITE	WHITE	NON-WHITE	WHITE	NON-WHITE	WHITE	NON-WHITE	WHITE	INCOM-PLETE	COM-PLETE	COLLEGE OR MORE						
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	100.0	100.0			
MALE	123 48.6	49 48.5	12 23.1	60 54.1	38 62.3	39 56.5	90 52.9	62 54.9	46 42.2	48 40.0	76 61.8	35 42.2	137 50.6	89 44.7	43 53.8	44.7	53.8			
FEMALE	130 51.4	52 51.5	40 76.9	51 45.9	23 37.7	30 43.5	30 47.1	51 45.1	63 57.8	72 60.0	47 38.2	48 57.8	124 45.4	110 55.3	37 46.3	110	46.3			

MARKET DYNAMICS, INC. (861-R)

dated 10/8/80

TABLE 23
O-16A RACE/TYPE OF INTERVIEW

PUBLIC LIBRARY ATTITUDE STUDY

	LIBRARY USED						LIBRARY NOT USED				SEX		AGE			
	CURRENT USERS			PAST			READ BOOKS		TOTAL	YES	NO	MALE	FEMALE	UNDER 40	% 40 TO 49	50 OR OVER
	TOTAL	TOTAL	HEAVY	LIGHT	USERS	YES	NO									
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	172	182	105	99	148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHITE	253	117	92	59	33	25	74	43	136	43	93	123	130	74	71	107
	71.5	81.8	80.7	86.8	71.7	86.2	83.1	79.6	64.5	66.2	63.7	71.5	71.4	70.5	71.7	72.3
NON-WHITE	101	26	22	9	13	4	15	11	75	22	53	49	52	31	28	41
	28.5	18.2	19.3	13.2	28.3	13.8	16.9	20.4	35.5	33.8	36.3	28.5	28.6	29.5	28.3	27.7
PERSONAL	48	6	6	1	5		3	3	42	10	32	24	24	20	14	14
	13.6	4.2	5.3	1.5	10.9		3.4	5.6	19.9	15.4	21.9	14.0	13.2	19.0	14.1	9.5
TELEPHONE	53	20	16	8	8	4	12	8	1	12	21	25	28	11	14	27
	15.0	14.0	14.0	11.8	17.4	13.8	13.5	14.8	15.6	18.5	14.6	14.5	15.6	10.5	14.1	18.2

(CONTINUED)

MARKET DYNAMICS, INC. (861-R)

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TABLE 23 (CONT'D 2)
Q.16A RACE/TYPER OF INTERVIEW

PUBLIC LIBRARY ATTITUDE STUDY

	RACE	INCOME					OCCUPATION			EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
		UNDER \$5,000		\$5,000 - \$10,000		OVER \$10,000	WHITE COLLAR		BLUE COLLAR	HIGH SCHOOL INCOMPLETE		COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE OR TWO		3 OR MORE
		101	52	111	61		170	113		109	120		83	271	199	80	
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0
WHITE	253 100.0		29 55.8	62 55.9	48 78.7	63 91.3	141 82.9	68 60.2	68 62.4	87 72.5	96 78.0	96 78.0	39 47.0	214 79.0	135 67.5	60 75.0	57 77.0
NON-WHITE		101 100.0	23 44.2	49 44.1	13 21.3	6 8.7	29 17.1	45 39.8	41 37.6	33 27.5	27 22.0	27 22.0	44 53.0	57 21.0	64 32.2	20 25.0	17 23.0
PERSONAL		48 47.5	18 34.6	27 24.3	3 4.9		5 2.0	26 23.0	23 21.1	17 14.2	8 6.5	8 6.5	30 36.1	18 6.6	35 17.6	8 10.0	5 6.8
TELEPHONE		53 52.5	9 9.6	22 19.8	10 16.4	6 8.7	24 14.1	19 16.8	18 16.5	16 13.3	19 15.4	19 15.4	14 16.9	39 14.4	29 14.6	12 15.0	12 16.2

PUBLIC LIBRARY ATTITUDE STUDY

Hello, I'm _____ of Market Dynamics Research Company of Princeton, New Jersey. We're conducting a survey in this area and I'd like to ask you a few questions.

1a. Have you taken a bus in the past week or so?

1 YES → ASK Q. 1b

2 NO → SKIP TO Q. 1d

b. Do you recall having seen any ads. either on the inside or the outside of buses within the past week?

1 YES → ASK Q. 1c

2 NO → SKIP TO Q. 1d

c. Which products or services do you remember having seen advertised on buses during the past week? (PROBE) Any others?

(ASK EVERYONE)

d. What daily newspaper or newspapers do you regularly read?

e. What newspaper or newspapers, if any, do you regularly read on Sundays?

f. Do you regularly read any newspapers which are published once a week?

1 YES

2 NO

2. Now, on another subject, about how many books, if any, have you read during the past month or so?

_____ BOOKS

Y NONE

3a. Within the past year or so, have you used the services of a public library for any purpose?

1 YES → SKIP TO Q. 4a

2 NO → b. In what ways could public library services be changed so that they would be of use to you? (PROBE WELL FOR CHANGES AND IMPROVEMENTS)

4a. About how long ago did you last use any services of a public library? (FORCE ESTIMATE)

- 1 WITHIN THE PAST WEEK
- 2 TWO TO THREE WEEKS AGO
- 3 ONE MONTH AGO (FOUR WEEKS AGO)
- 4 TWO TO THREE MONTHS AGO

- 5 FOUR TO ELEVEN MONTHS AGO
- 6 ONE YEAR AGO OR SO

b. In what ways could public library services be changed to be more useful to you? (BE WELL)

b. In what ways could public library services be changed so that you might use them more often? (PROBE WELL)

(ASK EVERYONE)

5. I'm going to read you a list of public library services.

(IF 1 CIRCLED IN Q. 3a, ASK):

As I read each, please tell me whether or not you have ever used the public library for that service. How about . . .

(IF 1 "NOT" CIRCLED IN Q. 3a, ASK):

As I read each, please tell me whether or not such a service might ever be of interest to you. How about . . .

	YES	NO
For borrowing books?-----	1	1
For reading magazines?-----	2	2
For borrowing films?-----	3	3
For phonograph records?-----	4	4
For information by telephone?-----	5	5
For obtaining information at the library?	6	6
For borrowing framed or mounted pictures?	7	7
For microfilms?-----	8	8
For photocopying?-----	9	9
For reading newspapers?-----	0	0
For special programs?-----	X	X
For investment information?-----	Y	Y

IF 1 NOT CIRCLED IN Q. 3a, SKIP TO Q. 8

(IF 1 CIRCLED IN Q. 3a, ASK):

6. I'm going to ask you to give your opinion of the public library you use most often.

In general, would you say the public library is . . .

- 1 EXTREMELY HELPFUL,
- 2 VERY HELPFUL,
- 3 SOMEWHAT HELPFUL,
- 4 NOT TOO HELPFUL, or
- 5 NOT AT ALL HELPFUL?

7. Now, I'd like you to rate the public library you use most often on a few specific qualities.

How about (QUALITY). Would you say the public library you use most often is "excellent," "very good," "fair," or "poor" on (QUALITY)?

	<u>EXCELLENT</u>	<u>VERY GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>NOT APPLICABLE</u>
a. The amount of parking space-----	1	2	3	4	5
b. Comfort-----	1	2	3	4	
c. Ease of getting there-----	1	2	3	4	
d. Availability of any information you want-----	1	2	3	4	5
e. The number of seats-----	1	2	3	4	
f. Quietness-----	1	2	3	4	
g. Availability of the books you want-----	1	2	3	4	
h. Hours open-----	1	2	3	4	
i. Providing information by telephone-----	1	2	3	4	5
j. Helpfulness of staff-----	1	2	3	4	
k. Ease of finding what you want-----	1	2	3	4	

(ASK EVERYONE)

8. Now, I'll read to you a list of different types of people. For each type of person I mention, please tell me how likely you think that person would be to use the services of a public library.

How about (TYPE OF PEOPLE)? Would you say they would be "very likely," "somewhat likely," "somewhat unlikely," or "very unlikely" to use the services of a public library--not a school library?

	<u>VERY LIKELY</u>	<u>SOMEWHAT LIKELY</u>	<u>SOMEWHAT UNLIKELY</u>	<u>VERY UNLIKELY</u>
Older adults-----	1	2	3	4
Younger adults-----	1	2	3	4
Children-----	1	2	3	4
High school graduates-----	1	2	3	4
Persons not completing high school-----	1	2	3	4
College graduates-----	1	2	3	4
People with high incomes-----	1	2	3	4
People with low incomes-----	1	2	3	4
Business men-----	1	2	3	4
Factory workers-----	1	2	3	4
Professionals, such as, engineers, managers, doctors, and the like-----	1	2	3	4
Housewives-----	1	2	3	4
Career women-----	1	2	3	4
Grade school students-----	1	2	3	4
High school students-----	1	2	3	4
College students-----	1	2	3	4

9a. What public library is closest to your home? (RECORD NAME OF PUBLIC LIBRARY AND LOCATION)

(BRANCH NAME)

(TOWN/CITY-LOCATION, IF NECESSARY)

b. And about how long (does/would) it take you to get there by whichever means of transportation you (would) use?

MINUTES

c. Is this the public library you use most often?

1 YES

2 NO → What public library do you use most often? (RECORD NAME OF LIBRARY AND LOCATION)

(LIBRARY)

(TOWN/CITY-LOCATION, IF NECESSARY)

3 NEVER USE ANY PUBLIC LIBRARY

Now, I'd like to ask you a few more questions for classification purposes.

10a. How many children live at your home?

CHILDREN

X NONE → SKIP TO Q. 11

b. (Does/do) your (child/children) use the public library?

1 YES

2 NO

c. How would you rate the services available to your (child/children) at the public library? Remember, we're talking about the public library rather than the school library?

Would you say the public library's services for your (child/children) are excellent, very good, fair, or poor?

1 EXCELLENT

2 VERY GOOD

3 FAIR

4 POOR

5 OTHER ANSWER (SPECIFY): _____

(ASK EVERYONE)

11. What is the last grade you completed in school?

1 HIGH SCHOOL INCOMPLETE

2 COMPLETED HIGH SCHOOL

3 COLLEGE INCOMPLETE

4 COMPLETED COLLEGE OR MORE

5 OTHER (SPECIFY): _____

12. And into which of the following age groups do you fall? Are you . . .

- 1 UNDER 20,
- 2 IN YOUR 20'S,
- 3 IN YOUR 30'S,
- 4 IN YOUR 40'S,
- 5 IN YOUR 50'S, or are you
- 6 60 YEARS OR OLDER?

13a. Are you the chief wage earner of the household?

1 YES

b. What is your occupation?
(PLEASE BE SPECIFIC)

(JOB)

(INDUSTRY)

c. In what city do you work?

(CITY)

2 NO

b. What is the occupation of the chief
wage earner of the household? (PLEASE
BE SPECIFIC)

(JOB)

(INDUSTRY)

c. And in what city does he work?

(CITY)

14. Is your total annual family income under \$10,000 or over \$10,000?

8 UNDER \$10,000 —————> Is that . . . 1 UNDER \$5,000,

2 BETWEEN \$5,000 AND \$7,500, or

3 OVER \$7,500?

9 OVER \$10,000 —————> Is that . . . 5 UNDER \$15,000, or

6 OVER \$15,000?

15. CIRCLE SEX OF RESPONDENT:

1 MALE

2 FEMALE

16a. LISTING CODE:

1 TELEPHONE INTERVIEW —————> b. 4 DW

2 PERSONAL INTERVIEW

5 PW

6 PN

7 DN

RESPONDENT'S NAME: _____ PHONE NO.: _____

ADDRESS: _____

CITY: _____ STATE: _____

THANK YOU VERY MUCH FOR YOUR COOPERATION.

MARKET DYNAMICS, INC.

MARKETING RESEARCH

mdi

Research Park, Princeton, New Jersey 08540
New York 212-925-1320
Princeton 609-921-2461

April 10, 1969

Mrs. Muriel Vilinsky
2506 Berkshire Road
Fairlawn, New Jersey 07410

Dear Muriel:

Thank you for assisting us in our Library Attitude Study, 861-R.
Enclosed you should find the following materials, including extras:

375 Questionnaires	20 Interviewer Instructions
20 Supervisor's Letters	30 Time and Expense Sheets
8 Identification cards	8 Better Business Bureau cards
1 List of names and telephone numbers	

You are responsible for completing 350 interviews among adults in Essex County, New Jersey. This over-all quota is divided into telephone and personal interviews among Negro and White respondents as indicated below:

	<u>Total Respondents</u>	<u>White Respondents</u>	<u>Negro Respondents</u>
Telephone Interviews	302	254	48
Personal Interviews	<u>48</u>	---	<u>48</u>
TOTAL	<u>350</u>	<u>254</u>	<u>96</u>

Your telephone interviews are to be completed from among adults who reside in households shown on the enclosed list. Any adult of the designated sex in these households may be interviewed whether or not that is the person whose name is shown on the list.

Mrs. Muriel Vilinsky

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April 10, 1969

You are to work, initially, with those listings which are preceded by the initials D.W. or D.N. These signify definitely White and definitely Negro respectively. If such listings do not yield the required number of interviews in your quotas, go on to the P.W. or P.N. designations. These signify probably White or probably Negro. You will not be able to ask respondents their race on the telephone. Therefore, all households designated with either P.W. or D.W. will be considered White and will count toward your White quota. Similarly all designated P.N. or D.N. will count toward your Negro quota.

There is one further designation on these listed names. We have marked either M or F beside each listing. This designates the sex of the person to be interviewed within each household. There can be no substitutes made in this regard.

You should attempt calls to households marked M during the evening when men are more likely to be at home. Women (designated W) should be called during the day. Make an original and up to two callback attempts to secure an interview in a household before substituting another household. With women, you should make a third attempt during the evening since she might be a working woman. You will have to use your own judgement regarding callbacks with each individual household. If someone definitely refuses to speak to you, don't bother to try again. The subsequent attempts would be a mere waste of time.

In making your assignments, split your list among your interviewers so that each girl has only numbers she can call without incurring toll charges.

Please use these lists to keep a record of calls made. They will, therefore, serve as your tally sheets. Be sure to return them with your completed assignment.

Negroes interviewed personally will be selected from within areas assigned to you earlier. All such respondents must not own telephones listed in the telephone directory. This is a question which must be asked prior to beginning every such interview. It is all right if they have a telephone with an unlisted number. The reason for this is that we are trying to interview Negroes who would not be able to fall into our telephone sample.

You are to use ten telephone and four personal interviewers on this study. The four personal interviewers must be Negroes. Try your best to get interviewers who reside within a reasonable distance from where they will be working.

Interviewing will begin immediately following your briefing session and should be finished within four working days thereafter.

Mrs. Muriel Vilinsky

- 3 -

April 10, 1969

For your validation, ask questions 3a and 9a. As an additional validation on the personal interviews, we will be looking up these telephone numbers in the directory to make sure that there is no listing.

I have enclosed extra copies of this letter so that they may be distributed to your interviewers. Should you have any problems at all, please contact me at once.

Cordially,

Ray
Raymond Roshkoff
Account Group Manager

RR/cc

Enclosures

INTERVIEWER INSTRUCTIONS

STUDY AND PURPOSE

Thank you for participating in our Library Attitude Study, 861-R. The purpose is to ascertain the attitude and opinions of Essex County residents toward their public libraries.

QUOTA AND DEADLINE

Telephone interviewers will have approximately 30 interviews to complete within four working days.

Personal interviewers will have 12 interviews to complete (6 in each of two areas). These should take no longer than three days to complete at the most.

QUALIFICATION

Telephone interviews may be completed only from among persons over 21 who reside within one of the listed households. You will be assigned a quota of persons within households designated White and a quota of persons within households designated Negro. In both cases, those marked D.W. or D.N. should be contacted first. Only a member of the sex designated for a particular household may be interviewed within that household. Half of your White and half of your Negro quota is to be among members of each sex.

Personal interviews must be accomplished within the areas assigned to you (6 from each of the two areas). Such persons must not have a telephone with a number listed in the local directory. (This fact must be established prior to the start of each interview and the words "no listed telephone" recorded at the top of each questionnaire. We will be validating each such interview by looking up the phone numbers in the directory.) Half of those interviewed in each area must be men and half must be women. Interview men on the even and women on the odd numbered side of the street. Follow the callback instructions outlined for telephone interviewers.

WHEN TO INTERVIEW

You will work between 3 and 9:30 P.M. daily on weekdays and all day Saturday.

WHERE TO INTERVIEW (Personal Interviewers Only)

You have been issued two area maps. Your interviewing location is outlined on these maps. The "X" in one corner of your location indicates your starting point. Starting at the assigned point on your map, contact each housing unit as you come to it until you have completed six interviews. Do the same thing with the other map. Thus, when you have completed your assignment, you will have twelve interviews, six from each of the two maps. In general, a housing unit is a room or group of rooms occupied or intended for occupancy by one family or other small group of persons, or a person living alone. It has at least one of the following distinguishing characteristics:

1. Direct access from the outside, or, as in most apartment houses.

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1. Direct access from the outside, or, as in most apartment houses, through a shared entrance hall.
2. A kitchen, or cooking equipment for the exclusive use of its occupants.

Remember that housing units may be found behind stores, over garages and in converted garages and barns.

Some special situations are described below:

1. Hotel accommodations are housing units if they are the usual residence of the occupants.
2. Separate living quarters of staff and supervisory personnel in institutions are considered to be housing units. See rule 4 below about the exclusion of other persons living in institutions.
3. Trailers, tents, boats and railroad cars are housing units if occupied as regular living quarters. They are not considered as housing units if they are vacant, used only for extra sleeping space of vacationers, or used only for business.

4. Quarters shared by five or more persons, unrelated to the head, are considered to be group quarters and are excluded from the sample. Group quarters are found in institutions, dormitories, barracks, convents, nurses' homes and other places where the occupants do not have separate living arrangements. In the case of rooming or boarding houses, if there are five or more roomers or boarders, not related to the landlord or person in charge, their living arrangements are considered to be group quarters and are excluded from the sample. However, the living arrangements of the landlord qualify as a housing unit. If there are four or fewer roomers or boarders, they are counted as part of the landlord's housing unit.
5. The following are not to be considered as housing units: structures under construction, being used for nonresidential purposes, unfit for human habitation, condemned, or scheduled for demolition.

HOW TO CONTACT HOUSING UNITS

Beginning at the assigned point, proceed in a clockwise (↻) direction around the location. Housing units on the right-hand side of the street are in the location. If you come to an alley or street lying inside the segment, proceed down the right-hand side of this street to the opposite boundary, cross the street, and come back to the point where you entered the street. All housing units on either side of this "inside" street are in your location and should be contacted. If you come to an apartment house within your location, start with the lowest number and contact apartments in numerical order (alphabetical order if apartments are designated by letter). If there are neither numbers nor letters, start with the basement and work up to the top floor.

If you are unable to complete 12 interviews in your two locations after contacting each housing unit, contact your supervisor. Do not go out of the assigned locations unless specifically told to do so.

QUESTION-BY-QUESTION INSTRUCTIONS

Remember, on all personal interviews, to ask whether or not there is a listed telephone in the household. Record the words "no listed telephone" at the top of each such questionnaire to show that you've asked the question and obtained a negative answer. Verify, with all respondents, that they are over 21 years of age.

- Q. 1a: By a bus we mean a public transportation vehicle as opposed to a school bus, etc. If not, skip to Q. 1d. Otherwise ask Q. 1b.
- Q. 1b: Now we are speaking about advertisements posted on the sides or rear of the outside of buses and those posted inside over the windows along both sides of buses. If the respondent has not seen such ads, circle the "2" and skip to Q. 1d. Otherwise go on to Q. 1c.
- Q. 1c: Record as many of the products and services as can be recalled. Limit the respondent to only those seen during the past week.
- Q. 1d: Ask this question of everyone. Record the newspaper or papers the respondent reads regularly. Do not define "regularly" unless the respondent asks you. Then say that you would consider that "regularly" implies at least several times per week throughout the year. If none, record that. Do not leave the question unanswered.
- Q. 1e: Record the Sunday newspaper or papers read regularly. That is, at least on most Sundays. If none, record that rather than leaving the answer space blank.
- Q. 1f: Circle the appropriate number to indicate whether or not the respondent regularly reads any newspaper which is published weekly (other than the Sunday paper).
- Q. 2: Record the total number of books read by the respondent within the past month. Should the respondent ask you whether both hard and soft cover books are to be included, answer "Yes." Do not, however, volunteer such information unless specifically asked. If none read, circle "Y."

Q. 3a: Be sure that the respondent limits his answer to only the preceding year. We are speaking of any services the public library may have to offer rather than merely borrowing books. Some of these services are listed in Q. 5, although you are not to offer any such suggestions to the respondent. If the answer is "Yes," skip to Q. 4a on the next page. If not, ask Q. 3b.

Q. 3b: This is one of only two open ended questions in the entire questionnaire. Please probe both of these open ends for all they're worth. We want full, complete and meaningful responses. They are the most important questions in the study.

In asking the question, emphasize the word would. Then skip to Q. 5.

Q. 4a

& b: Ask this question of only those who answered "Yes" to Q. 3a. Find out how long ago the respondent last used the services of a public library and circle the number beside the category which fits the response given. If within the past three months, ask the question on the left side of the page below. If over three months ago, ask the question printed on the right side of the page. In either case, probe as well as you possibly can.

Q. 5: This question is to be asked of everyone. However, whether the question wording on the left or the right side of the page is to be used is to be determined by the response to Q. 3a. If the respondent is a user of the public library (Δ circled) ask the question at the left. Otherwise, ask the question at the right.

Read each service in turn and circle either the "Yes" or "No" number to the right of each.

When you have asked all parts of this question, skip to Q. 8 with all respondents who have not used the library during the past year (Δ not circled in Q. 3a). Questions 6 and 7 are to be asked of only library users.

Q. 6: Make sure that the respondent has in mind the branch of the public library usually used when answering this question. Read the five possible answers as part of the question and circle the appropriate number. What we want here is an overall rating, all things considered.

Q. 7: Here we're still speaking of the branch of the public library usually used. Ask about each quality in turn, circling the appropriate response at the right. We have provided a "Not applicable" response for three qualities. These are the only three which may not be applicable to all respondents who use the library. (ie: they may not drive to the library; they may not have used the library to secure information)

Q. 8: Ask this question of all respondents. Ask this question separately about each type of person listed and circle one number to the right of each to indicate their likelihood of using the services of a public library.

Q. 9a: Record the name of the nearest branch of the public library (ie: South Orange Public Library). If that is the only public library in the town, record only the name of the town on the second line at the right. If there is more than one library in the town, record both the town name and the nearest intersection so that we can locate that branch library on a map. Be sure to mark down the town name as well. Otherwise, a response such as Broad and Elm Streets will be meaningless to us.

Q. 9b: Use the two words "would" in parentheses only for respondents who have not used the public library during the past year (Δ not circled in Q. 3a).

Q. 9c: We now want to know whether or not the library indicated in Q. 9a is the one the respondent uses most often. For respondents who never use the library, circle the "3." If "2" circled, ask the name and location of the public library which is used most often. Record this information on the lines provided following the instructions given in Q. 9a.

- Q. 10a: Record the total number of children living in the household. If none, circle the "X" and skip to Q. 11. Otherwise, ask Q. 10b.
- Q. 10b: Use the singular wording if there is one child--the plural for two or more. If one or more use the public library, circle the "1." If none do, circle the "2."
- Q. 10c: Here we want an overall rating of the respondent's feeling concerning the adequacy of the public library services for all of her children collectively.
- Q. 11: Circle the highest level of education completed by the respondent.
- Q. 12: Read the age categories as part of the question and circle the appropriate number.
- Q. 13a: Record the job title, such as foreman, statistician, etc. and the industry, such as automotive, tobacco, etc. Please be as specific as possible. For instance, "engineer" alone is not sufficient. Is he an electrical, civil, aeronautical or some other type of engineer?
- Q. 13b: Record the city or town in which he works.
- Q. 14: If the total annual family income is under \$10,000, find out and circle whether it is under \$5,000, between \$5,000 and \$7,500 or over \$7,500. If it is over \$10,000, circle either the "5" or "6" to indicate whether it is under or over \$15,000. If the income is exactly \$7,500 or exactly \$15,000, write this in.
- Q. 15: Circle the sex of the respondent. If this is not done, the questionnaire will be of no use to us.
- Q. 16: If the interview is done personally, circle the "2". If it is a telephone interview, circle the "1" and then the race code as it appeared on your listing sheet. This must be done if the interview is to be of any value to us.

Record the respondent's name, address and phone number. Thank the respondent. Then sign and date the questionnaire.